SEPTEMBER 20, 1948 PRICE 25 CENTS

TECHNOLOGY DEPARTMENT

# BROADCASTING

The Newsweekly of Radio and Television

# TELECASTING

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## ANOTHER YEAR OF FUN-TIME AT THE FAIRS!

IT was fair weather for the state fairs of Illinois, Wisconsin and Indiana this year! And, as in the past decade and a half, WLS was "at the fairs" with its family of listeners. Daily broadcasts, contests, free entertainment, picnic facilities, big displays—all were part of the WLS state fair activities. At Illinois the Midwest's favorite WLS National Barn Dance was broadcast direct from the fair grounds as the fair's opening feature. At all three fairs popular programs featuring WLS stars were aired *direct* from WLS headquarters.

It's another example of WLS friendliness and neighborliness—a "oneness" with the countless thousands of listeners who came to the fairs. Further proof that WLS is, "One of the family in Midwest America."

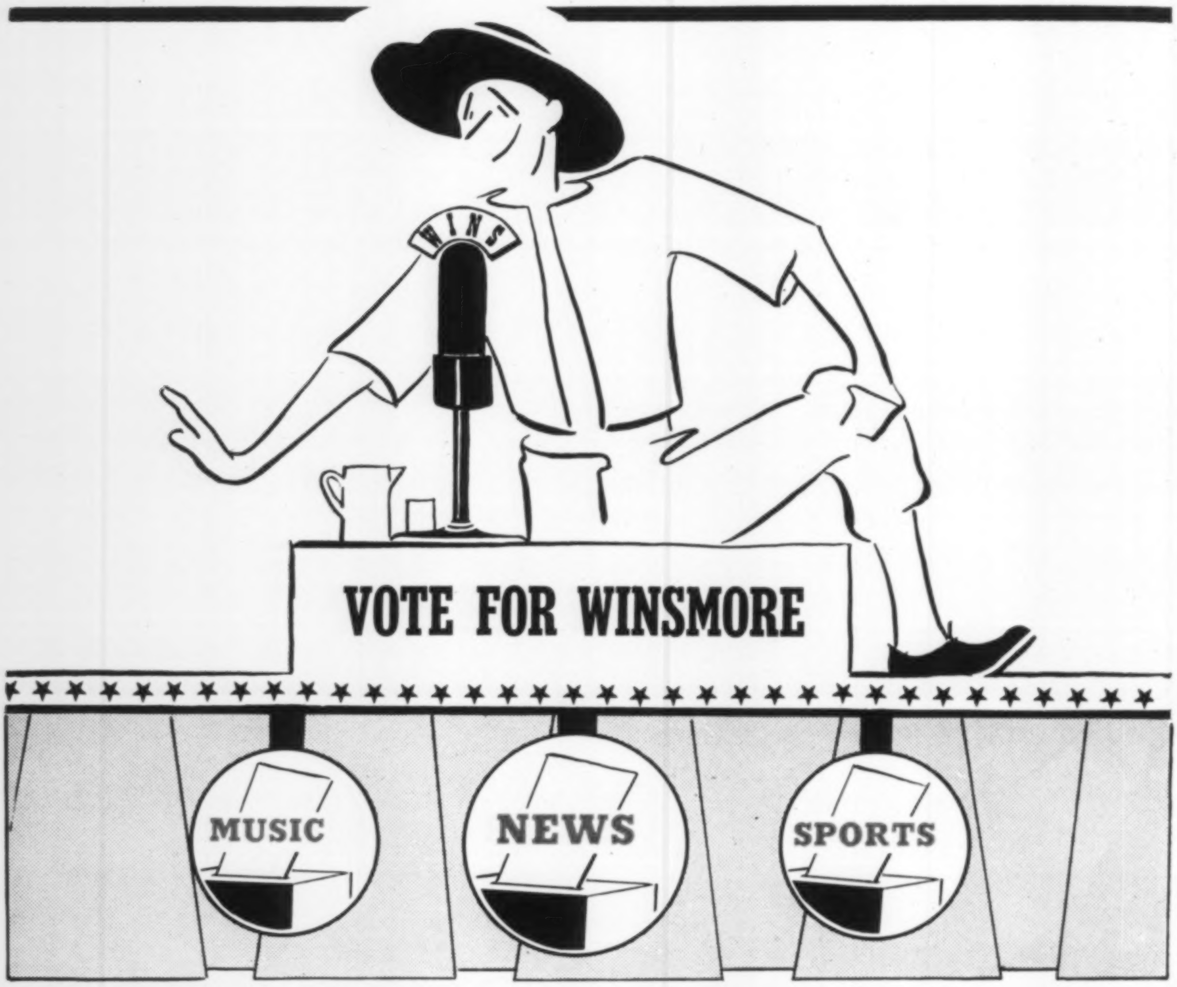
*A Clear Channel Station*

**WLS**

CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.



You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform —the BEST in music, news and sports.

Realizing there are other hopefuls on the stump this election year, WINS is there to cover them. With direct lines from three political hotspots, Washington, Philadelphia, and Cincinnati, plus leading wire services, WINS is giving New Yorkers by far the best coverage of any independent New York station.

Our veteran newscasters, Don Goddard, Sidney Walton, Gil Kingsbury, Paul Jones, Carroll Alcott, and Howard Chamberlain, give WINS listeners vivid, complete commentaries, not capsule coverage.

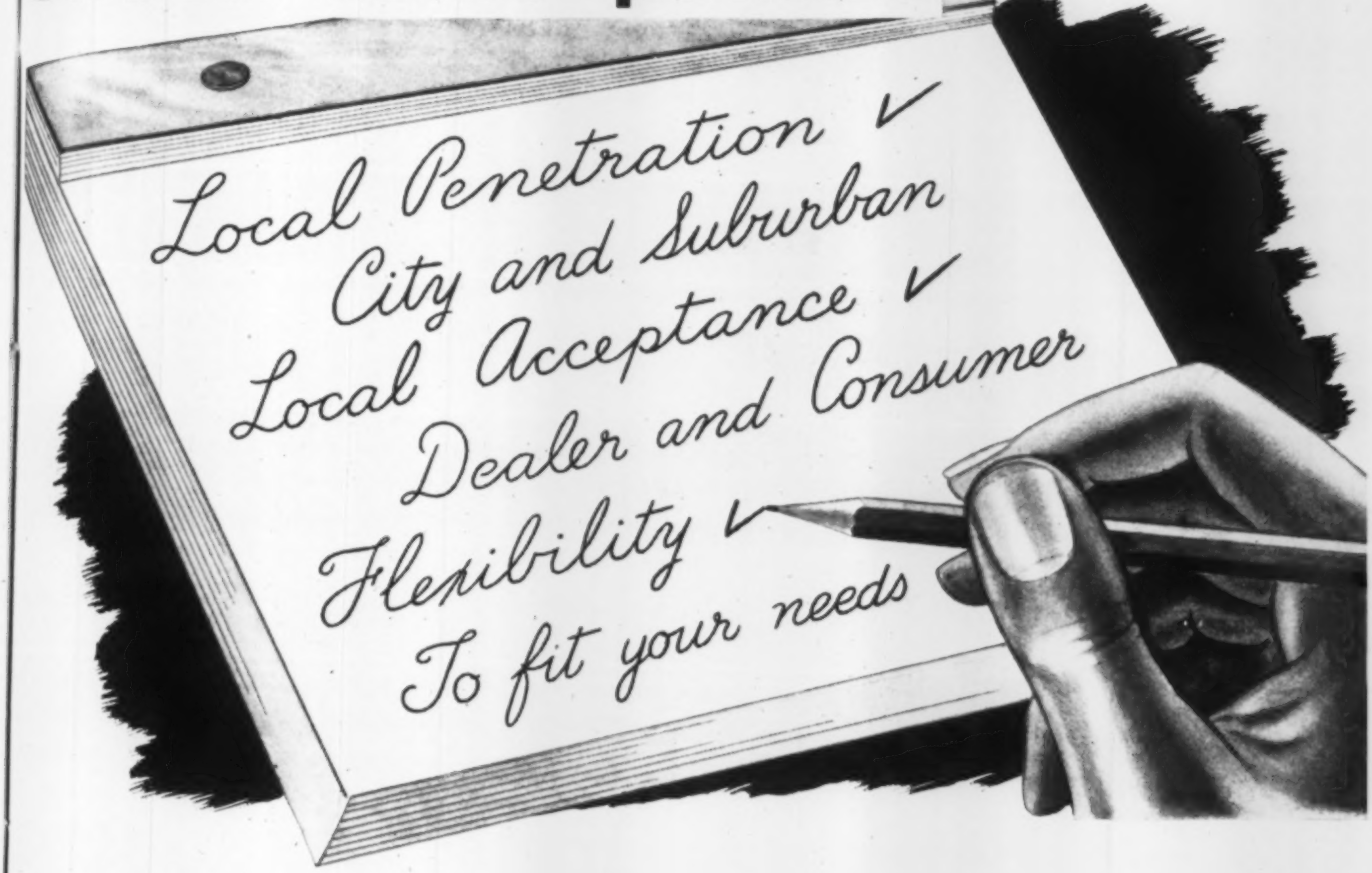
The WINS news coverage is just one of the reasons why the New York audience is getting behind WINSmore. He has the word on what New Yorkers like to hear.

**More and more advertisers prove that it's WINS! . . . more than ever before.**

**CROSLEY BROADCASTING CORPORATION**

**WINS**
**50KW NEW YORK**

# Check these points!



## Localize your selling the Yankee way!

WNAC—Boston, Mass.
WFAU—Augusta, Me.
WJOR—Bangor, Me.
WICC—Bridgeport, Ct.
WTSV—Claremont, N. H.
WKXL—Concord, N. H.
WSAR—Fall River, Mass.
WEIM—Fitchburg-Leominster, Mass.
WHAI—Greenfield, Mass.
WONS—Hartford, Ct.
WHYN—Holyoke, Mass.
WLNH—Laconia, N. H.
WCOU—Lewiston-Auburn, Me.
WLLH—Lowell-Lawrence, Mass.
WKBR—Manchester, N. H.
WNLC—New London, Ct.
WBRK—Pittsfield, Mass.
WMTW—Portland, Me.
WHEB—Portsmouth-Dover, N. H.
WEAN—Providence, R. I.
WSYB—Rutland, Vt.
WWCO—Waterbury, Ct.
WDEV—Waterbury, Vt.
WAAB—Worcester, Mass.

Nothing takes the place of selling right in the market, close to the customers of the merchants who stock your goods.

Every Yankee home-town station is a vehicle for this effective close-up selling. It gives you complete coverage of city zone and suburban shopping centers. It has complete acceptance. Dealers know its audience pull for Yankee and Mutual programs. They will co-operate to make your campaign locally successful.

Wherever you want to go in New England, there's a Yankee home-town station. You can buy Yankee prestige and showmanship to suit your needs — one station or several, or the 24-station network.

Make your selling close, intimate, local — with Yankee.

"*This is The Yankee Network*"

**Member Mutual Broadcasting System**

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Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING
at deadline

# Closed Circuit

NBC CODE to be presented to affiliates convention this week (see page 25) is stiffer in some provisions than NAB Standards of Practice and is applicable to both sound broadcasting and TV. Commercial time limits reportedly similar to those of NAB, except NBC will permit less time for commercials on news shows than on others. Identifications of brand names of gifts in giveaways will count against commercial time.

MORE than cursory interest shown in National Military Establishment's request that news organizations accredit their correspondents covering military affairs at home and abroad. News executives asked to supply lists of correspondents now covering military activities or those who might be overseas correspondents in event of outbreak. Each correspondent must fill out loyalty form, which is checked against FBI and other records.

WITH BASEBALL World Series in immediate offing, FCC has written Mutual asking it about its intentions on network alignment. Understood letter followed communication from FM Assn. raising issue whether play-by-play can be denied FM outlets.

LONG-POSTPONED public demonstration of RCA's Ultrafax, high-speed communications system, expected to be held in Washington, perhaps Congressional Library, before end of October. Recent experiments in New York and elsewhere reported to have been up to most hopeful expectations.

CBS on verge of signing $100,000 annual contract with Tournament of Roses, Pacific Coast Conference, and Big Nine, for radio and television rights to annual Rose Bowl game. NBC has broadcast event for many years sustaining, but CBS will carry it in first commercial presentation Jan. 1, 1949. Pact to cover '49, '50 and 51 with options.

BILL CORNELL, WOL-Mutual engineer, assigned as official engineer of Dewey presidential campaign on pooled basis. His selection was straw-drawn from among networks.

PROCTER & GAMBLE Co., Cincinnati, through Compton Adv., New York, is mulling possibility of placing one of its radio shows, most likely *Welcome Travelers*, in television period, Fridays, 9-9:30 p.m. P&G will sponsor on NBC video network.

FCC DECISION on use of AM's new 540-kc channel is in preparation, with present indications that it will be made shared channel for widespread use with low power in view of wide coverage characteristics.

IVAR H. PETERSON, of NAB legal staff, is resigning to become executive aide to Sen.

(*Continued on page 94*)

# Upcoming

Sept. 23-24: Board of Governors, Canadian Broadcasting Corp., Halifax.

Sept. 25-26: AWB District 7 meeting, Netherland-Plaza Hotel, Cincinnati.

(Other Upcomings on page 67)

# Bulletins

WALTER WINCHELL was most popular program first week in September, according to Sept. 15 report of C. E. Hooper Inc., with 16.6 rating. *Lux Radio Theatre* second, 13.7; *Arthur Godfrey's Talent Scouts*, 12.1; *We, the People*, 11.4; *My Friend Irma*, 11.1. Top daytime programs, *When a Girl Marries*, 6.1; *Ma Perkins*, 6.0; *Big Sister*, 5.7; *Portia Faces Life*, 5.5; *Our Gal Sunday*, 5.4.

OPENING of video bids for 1949 World Series announced jointly Friday by MBS, Gillette Safety Razor Co., and baseball Comr. A. B. Chandler. MBS and Gillette control both radio and TV rights to classic, to start Oct. 8, and will sub-let video coverage. Price for each is $175,000. NBC, CBS, DuMont televised series last year.

WCAU-TV Philadelphia airing eight hours of locally-sponsored programs during daytime schedule. Two newest sponsors are Pierce-Phelps Inc., Admiral Radio distributors, five hours through Robert J. Enders agency, and American Stores, food chain, one hour.

## DEWEY HOOKUP

THOMAS E. DEWEY's first big campaign address at Des Moines tonight (Sept. 20) will be broadcast coast-to-coast by CBS and MBS and also by NBC stations in New York State, 10 to 10:30 p.m. Gov. Dewey to be heard on full NBC 9:30-10 p.m. (EST) Sept. 30 from Salt Lake City en route east.

## WABD FULL DAYTIME

WABD New York, key of DuMont TV network, Oct. 4 starts continuous daytime programming, 7 a.m.-6 p.m.

## AGENCY MEN ENDORSE BMB AT SAN FRANCISCO

BMB endorsed as basic tool of timebuyers by three agency men and one sponsor at NAB District 15 session in San Francisco Friday (early story page 28). Endorsers were Burton Granicher, McCann-Erickson; William Morrison, Garfield & Guild; Norman Mork, Biow Co. Sponsor was Wilmot P. Rogers, California Packing Corp.

Lincoln Dellar, KXOB Stockton, conducted sales clinic. William D. Pabst, KFRC San Francisco, led program clinic.

# Business Briefly

**TRUMAN ON WHO, MBS** ● Democrati National Committee purchased time on WH Des Moines for President Truman's talk a National Plowing Contest, Dexter, Ia., last Saturday noon, 12-12:30 p.m., and on Mutual for recorded repeat at 8:30-9 p.m. (EDST) for East and Midwest, at 8:30-9 p.m. (PST) for Pacific and Mountain time zones. Plans for Tuesday evening (Sept. 21) broadcast under discussion but not set on Friday.

**CHESTERFIELD VIDEO** ● Liggett & Myers Tobacco Co., New York (Chesterfields), to sponsor New York Giants football games effective Sept. 23 on WJZ-TV New York, including nine out-of-town games. Chesterfield also will sponsor sports commentary with Harry Wismer, starting Sept. 25, Sat. 7-7:1 p.m. on WJZ. Both contracts for 12 weeks. Agency, Newell-Emmett, N. Y.

**GE FM MUSIC** ● Dynamic electronics-New York, (Musaphonic Instrument Division, General Electric) has bought six hours weekly on WABF (FM) New York, Thursdays, p.m.-12 midnight. Musaphonic show of light recorded music is fifth full evening package sold by WABF.

**COCOA MIX CAMPAIGN** ● General Foods Corp. introducing new product, Baker's 4-in-Sweet Cocoa Mix, in Chicago, Milwaukee Davenport, Hammond, Ind., Rockford, Peoria and other cities. Programs and spots will b used. Agency, Benton & Bowles, New York

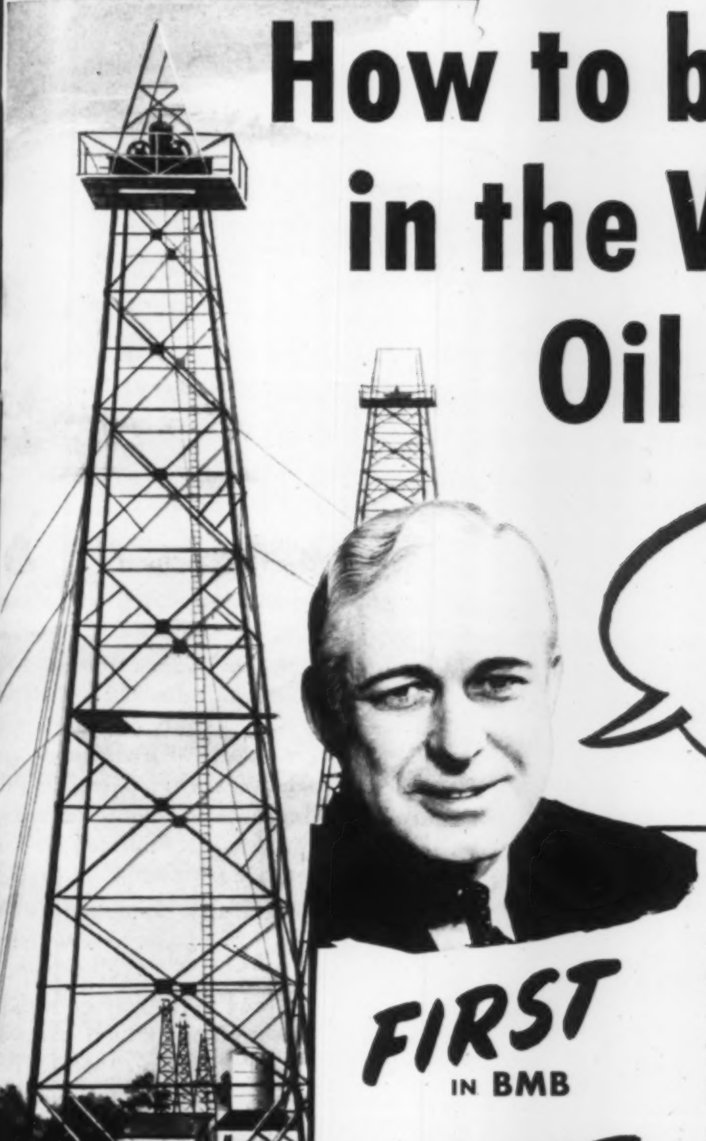
**GARMENT CONTRACT** ● Ripley Clothes New York, placed 52-week contract for quarter-hour periods and spots aggregating reported $100,000 worth of time on WNEW New York, effective Friday. Agency, Bobley Agency, N. Y.

## JOSKE'S OF TEXAS STARTS EXPANDED RADIO CAMPAIGN

EXPANDED radio campaign totaling 20 programs weekly launched by Joske's of Texas Observing its Diamond Jubilee year, San Antonio store, will carry forward techniques developed during 1945 retail clinic conducted a store by NAB, according to James H. Keenan store's promotion vice president.

In charge of radio drive are Phyllis Web Soehl, recently named radio advertising director, and Hugh Muncy, director of farm an ranch relations. Mrs. Webb formerly was wit Maas Bros., Tampa. She broadcasts as "Pegg Wilson, Joske's Personal Shopper" on KTS and conducts *Joske's Women's Show* simultaneously on KTSA and KONO. She will produce half-hour teen-ager show on KTSA, wit all of city's schools participating. Mr. Munc is conducting daily 15-minute noontime pr gram on KTSA.

# How to be *FIRST* in the World's No. 1 Oil Market!



## Pick KPRC

**FIRST** IN BMB

**FIRST** IN HOOPER

**FIRST** IN THE SOUTH'S FIRST MARKET

It's true! Within Houston's trade area thousands of producing oil and gas wells supply *fourteen* of the nation's greatest petroleum refineries! The city itself houses more oil companies and industries allied with petroleum than any other community in the world!

Yes! And KPRC is FIRST in this fabulously wealthy market. FIRST in Hooper! FIRST in BMB! FIRST in the South's FIRST Market!

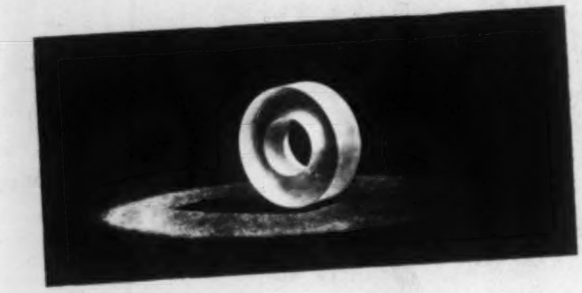
Blanket this tremendous oil market FIRST and deliver the big shipping ports of Beaumont, Port Arthur, Galveston and Texas City besides. Pick KPRC now! Write Petry or call us for availabilities.

## KPRC HOUSTON

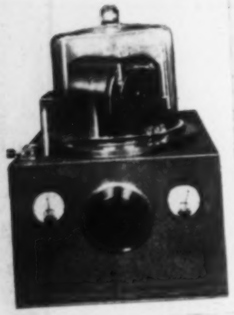
**950 KILOCYCLES • 5000 WATTS**

National Representatives: Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager

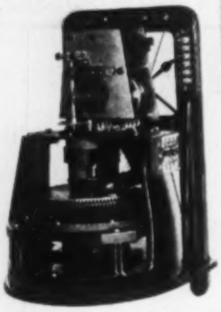
# How a quartz ring drove the first crystal clock in 1928



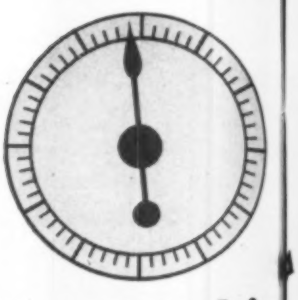
Heart of the crystal clock built 20 years ago at Bell Laboratories was this quartz ring, adjusted to a frequency of 100 kc. With the crystal cut to correct proportions in this annular shape, positive and negative temperature coefficients of frequency effectively neutralized each other. Resultant temperature coefficient was less than 1 part in $10^6$ per degree C.



In the complete oscillator, the crystal was mounted inside a chamber in which the temperature was kept constant within 0.01° C, and placed in a hermetically sealed bell jar to maintain uniform pressure. The frequency of the oscillator output was reduced to 1,000 cycles by means of submultiple generators.



In the clock mechanism, a 1,000-cycle synchronous motor, driven by the output of the sub-multiple generators, was geared to the clock hands. Accuracy of this clock in 1928 was within 1 part in $10^6$. Accuracy of its present-day successor is of the order of 1 part in $10^8$—an advance made possible by continuing research.



# Where a second is

## . . . in the clock that varies less than 1/1000th of a second a day

There's a clock at Bell Telephone Laboratories—evolved by the scientists there—that keeps accurate time within 0.001 second a day. It is the latest step in a series of developments that began 20 years ago when Bell Laboratories built the first crystal clock.

Why are the men of Bell Laboratories, whose basic interest is *communications*, so concerned with *time?* Because the study of communications is largely the study of frequency—and frequency is the inverse of time. To deal with frequencies in megacycles requires accurate measurement of fractions of micro-seconds.

In their early studies of piezoelectric crystals for frequency control, Bell scientists saw the desirability of using them also as a source of accurate time.

Two obstacles stood in the way of devising a crystal clock: the relatively high temperature coefficient of crystals, and the fact that their frequencies were too high to drive a synchronous motor. Annular crystals, with extremely low temperature coefficients, solved the first problem. Sub-multiple generators solved the second, accurately dividing the crystal frequency. Thus the barrier between *frequency* standards and *time* standards was finally broken down.

## BELL TELEPHONE LABORATORIES

*World's largest organization devoted exclusively to research and development in all phases of electrical communications.*

# long, long time . . .

## .in a frequency standard that's ccurate to 1 part in $10^8$ a day

ntinuing research on piezoelectric crystals Bell Laboratories resulted in a development far-reaching importance—the GT cut.

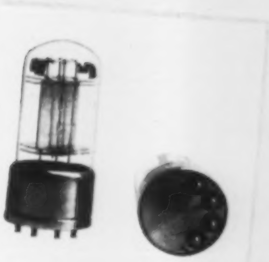
This opened the way to revolutionary adances in instruments for time-frequency easurements. The GT-cut crystals make ssible entirely new standards of accuracy, cause of their extremely low temperature efficient—less than 19 parts in $10^8$ per gree C, far lower than produced by any her method of cutting.

Moreover, GT-cut crystals are admirably lapted to wire-suspension mounting, which rtually nullifies the effect of shock on freuency. This greatly enlarges the range of nditions under which accurate measureents can be made.

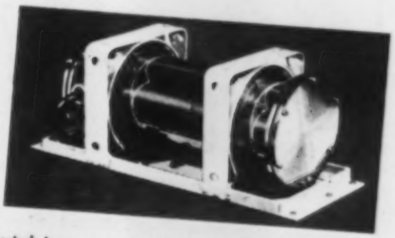
The Western Electric Primary Frequency tandard is the embodiment of these new ncepts in design. It is a 100-kc source that mbines accuracy and ruggedness to a rearkable degree. Frequency variation is less han 1 part in $10^8$ over a 24-hour period; yet he Standard, far from being confined to the boratory, performs with equal accuracy on hips, planes and vehicles — even in earthuake areas! *Wherever* there is a need for me-frequency measurements, or the synhronous operation of two or more systems, he Frequency Standard is ready and able to ke on the job.

**—QUALITY COUNTS—**

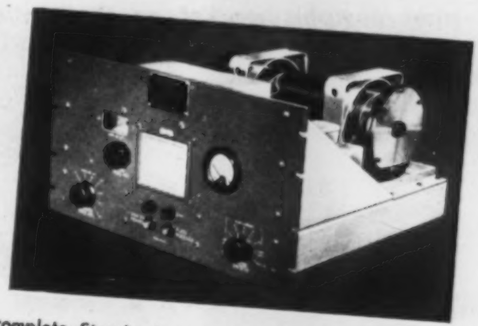
## How the Frequency Standard maintains its accuracy



Key to the accuracy of the Western Electric Primary Frequency Standard is a GT-cut crystal, surpassing even the annular cut in the degree to which it nullifies the effect of temperature on frequency. The crystal is suspended by wires inside an evacuated glass envelope. The wire mounting results in an exceptionally rugged crystal unit, practically immune to shock.



The GT crystal is mounted inside this oven in which temperature is controlled electronically with extreme accuracy. In conjunction with sponge rubber pads, the oven acts as a further safeguard against vibration and shock, contributing to the outstanding ruggedness of the instrument.



The complete Standard, compactly designed, ruggedly built, weighing only 90 pounds, brings the accuracy usually associated only with delicate laboratory apparatus into field service.

# *Western Electric*

***Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.***

Distributed by Graybar
OFFICES IN 100 PRINCIPAL CITIES

**DISTRIBUTORS:** IN U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

XUM

NO BONES ABOUT IT*

The ladies, particularly, know what the above means in a foundation garment.

But we make no bones about the fact that

WHHM DELIVERS
MORE LISTENERS
*PER DOLLAR*
IN MEMPHIS

*"Step-in" the Memphis market on the station with the "two-way stretch".*

WHHM
*Independent—but not aloof*
MEMPHIS, TENNESSEE

PATT McDONALD,
manager

FORJOE & CO.,
representatives

Member
Association of
Independent
Metropolitan Stations

* Perma Lift Girdles Stay Up Without Stays

BROADCASTING
TELECASTING

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**FEATURE CALENDAR**

**First issue of the month: Comparative Network Program Sponsors Schedule**
**Second issue: Network Boxscore; Public Interest**
**Third issue: Trends Survey**
**Fourth issue: Milestones**
**Each Issue: FCC Box Score**

At Washington Headquarters

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*Editor and Publisher*

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417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes.

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* Reg. U. S. Pat. Office

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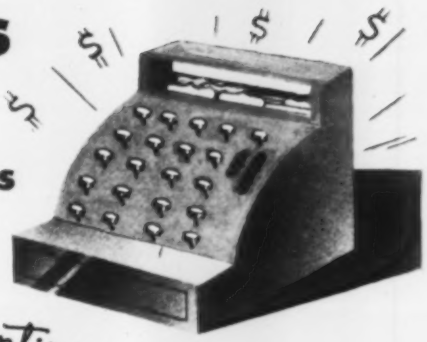
Subscription Price: $7.00 Per Year, 25c Per Copy

# KXOK's

## Keys to extra sales



*ring up a plus for advertisers*

HOOPER
TREND—UP!

KXOK continues to be the only St. Louis network station to show an audience increase in Hooper total rated time periods . . . with an audience gain of 5.5% in the December '47 thru April '48 period over the same report of the previous year. Audience gains continued through May-June and June-July 1948 index periods, the latter gain reaching a "high" in total rated time periods of 22%!

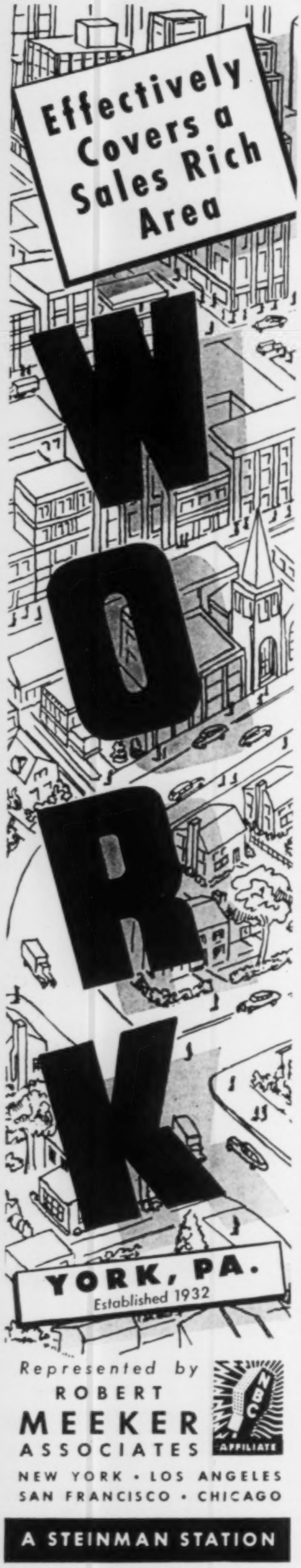
BMB
"PLUS" COVERAGE!

Extra "reach" gets extra results! A survey* of the 30 counties surrounding St. Louis . . . where a million spenders live . . . shows that KXOK alone delivers 22.1% of the audience . . . morning, afternoon and night! PLUS THIS: BMB shows that KXOK reaches a buying audience in 115 counties daytime and 98 counties nighttime with a population of nearly 4 million! Compare the rates . . . compare the "reach" . . . compare the Hooper trend . . . KXOK rings the register, with plus sales!

**A comprehensive coincidental survey of over 109,000 calls made by Edw. G. Doody & Co.*

**ST. LOUIS 1, MO. CHestnut 3700 KXOK 630 KC, 5000 WATTS, FULL TIME**

Represented by John Blair & Co.
Owned and Operated by the St. Louis Star-Times.



Effectively Covers a Sales Rich Area

WORK

YORK, PA.
Established 1932

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

NBC AFFILIATE

A STEINMAN STATION

# Feature of the Week

INVISIBLE to the audience he sees, Mr. Ide (inset) supplies the voice for the "Magic Mike" held by Mr. Boulton for an amused girl.

IF ANYONE ever had a valid excuse for "mike fright," it was that bewildered horde of visitors who heard a provocative microphone talk back to them at the exhibit of KDKA Pittsburgh at a recent county fair.

The "Magic Mike" which baffled visitors at the KDKA exhibit was reportedly one of the most popular features for the million-plus visitors at the Allegheny County Fair, held annually at South Park, near Pittsburgh.

To allay suspicions of trick-solvers the "Magic Mike" was rested on a glass table in the center of the exhibit. Visitors were permitted to pick the microphone up and hold it while listening to its responses.

Producer Lionel Poulton, with his hidden partner, Announcer

(*Continued on page 14*)

# On All Accounts

THE ads say "Ford's Out Front," but make no mention of the men out front of Ford. William Alexander Chalmers, one-time motion picture actor, department store buyer and station representative, is one of those guiding, if anonymous, figures in his present capacity as account executive for the Ford Motor Co. at Kenyon & Eckhardt, New York.

Bill Chalmers, with consistent circumspection, began his career as an American advertising luminary by being born in Canada. At the age of two, however, he left Winnipeg with his family to come to New York where he subsequently underwent a Quaker school education until time for matriculation at the BBDO agency.

After a year with BBDO he shifted to a sport coat and Hollywood, appearing as a Paramount and Universal contract player in such productions as "All Quiet on the Western Front," "Honey" and "Only the Brave."

BILL

Two years later he returned to New York and entered the book publishing field in the production department with Albert & Charles Boni. When the firm closed down, young Bill Chalmers went to Gimbel Brothers for a six week pre-Christmas stop-gap period as sales clerk. Four years later he departed the organization as head buyer of one of its principal departments.

He returned to show business as a stage manager for a theatre group in Woodstock, N. Y., and struck Broadway with questionable impact in 1937 as stage manager and assistant director of "Orchids Prefered," starring Eddie Foy. The preference for orchids that season apparently was limited and the show closed after one week. The production drew the curtain also on Mr. Chalmers' theatrical career and he returned to the

(*Continued on page 14*)

Dominant
SELLING POWER
in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

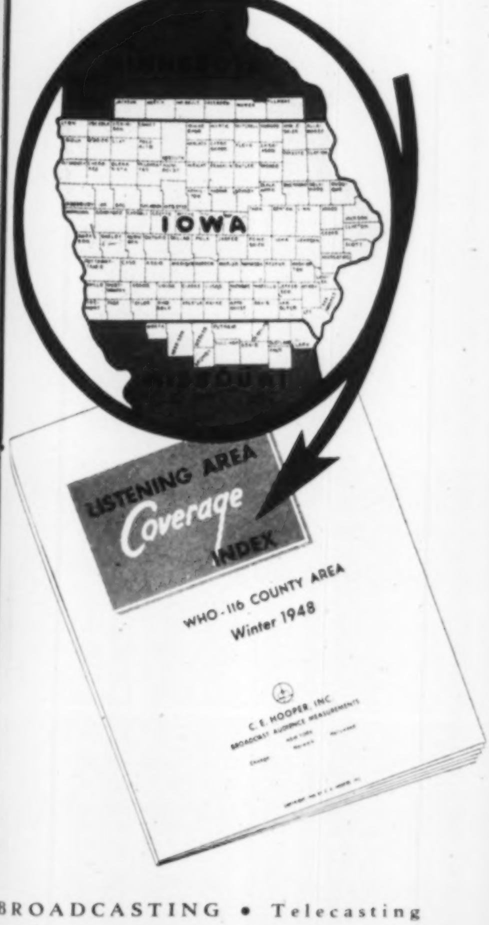
G. W. Grignon, Gen. Mgr.

WISN
MILWAUKEE

The Katz Agency, Inc.
Natl. Representatives

# THIS NEW HOOPER REPORT GIVES STATION-PREFERENCES FOR

# MORNING
# AFTERNOON
# NIGHT
# IN
# "IOWA PLUS!"


MINNESOTA
IOWA
MISSOURI
LISTENING AREA
Coverage
INDEX
WHO-116 COUNTY AREA
Winter 1948
C. E. HOOPER, INC.
BROADCAST AUDIENCE MEASUREMENTS

**C. E. Hooper, Inc. has just released a new Winter, 1948 Listening Area Coverage Index giving station-preferences in the 116-county area shown at the left.**

**The findings again confirm the facts disclosed by many previous studies, including all ten of the famed annual Iowa Radio Audience Surveys.**

***Mornings*, WHO gets 30% of the preference votes, against 31% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 9%.***

***Afternoons*, WHO gets 27%, against 32% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 8%.***

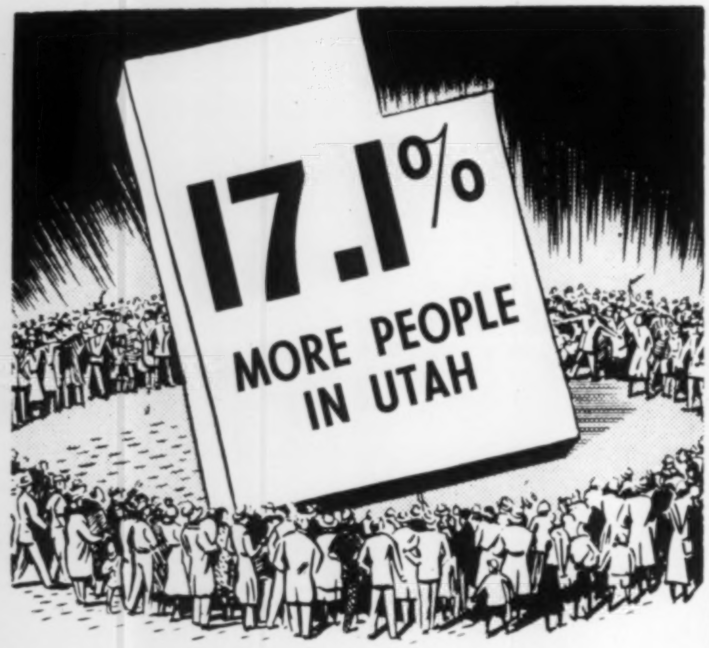
***Evenings*, WHO gets 34%, against 30% for all other Iowa commercial stations combined, rated 1% or better. *Station B gets 11%.***

**Top-notch Programming and statewide Public Service mean *better values* for listener and advertiser alike. *Every buyer of radio time in Iowa will find the new Hooper intensely interesting.* Write today for your copy, or ask Free & Peters.**

# WHO

**+ *for* Iowa PLUS +**

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives



**Reach this Growing Market with the Growing Station . . .**

Utah has gained 17.1% in population since 1940—and continues to grow under the impetus of new industrial activity.

To reach this expanding market, smart advertisers are using the *popular* station—the station that has built its leadership on showmanship "know-how", and on its alertness to public preferences.

* * *

The first television station between the Mississippi River and the Pacific Coast, KDYL-W6XIS is now offering commercial television six days a week, Sunday through Friday.

*Wire, write or phone for further information and availabilities.*

**KDYL**
UTAH'S **NBC** STATION
AM-FM-TELEVISION

National Representative:
John Blair & Co.

# Agencies

**RUTHRAUFF & RYAN**, Oct. 1 will open Baltimore office to be located at 7 West Hamilton St. Office will be equipped to provide on-the-ground service to their present clients and advertisers in area. New office will make 10th R & R office in U. S. in addition to offices in Toronto and Mexico City.

**CARL B. ROBBINS**, executive vice president of McCann-Erickson, New York, has been granted a leave of absence in order to devote majority of his time to one of company's clients, The General Plywood Corp. He has been made president of that corporation. Mr. Robbins will continue to act as consultant to McCann-Erickson. **MARION HARPER Jr.**, assistant to McCann-Erickson president, will take over the duties of Mr. Robbins, while Mr. Robbins is on leave of absence with General Plywood Corp.

**WARREN B. DUBIN** joined recently opened New York office of W. B. Donner & Co. as account executive. Mr. Dubin was formerly with Jasper, Lynch & Fishel Inc., New York.

**ROBERT HOWELL** appointed a vice president of Shutran Mahlin Adv., Detroit. Mr. Howell, who joined firm last year, will continue to serve as creative and copy director.

Dr. Brown

**DR. LYNDON O. BROWN**, agency veteran of 20 years, has joined Dancer-Fitzgerald-Sample as vice president in charge of media, research and marketing for all offices—Chicago, Toronto, New York and Hollywood. During his advertising career, Dr. Brown has been associated with three agencies in media and research, and from 1935 until 1942 he served as vice president and director of these departments.

**STANLEY B. RESOR**, president of J. Walter Thompson Co., New York, selected by American Hospital Assn. as one of 50 outstanding benefactors of American and Canadian Hospitals. He will be admitted to honorary membership in American Hospital Assn. at special Honor Night Dinner Sept. 21. He is cited for his meritorious service on behalf of hospitals and health of his community for past 25 years.

**JOHN D. UPTON**, vice president, N. W. Ayer & Son, New York, named manager of service in firm's New York office. Mr. Upton joined Ayer in 1936 and was elected vice president in October 1947.

Mr. Upton

**CHARLES B. WEST**, formerly associated with the media department of Neal D. Ivey Co., Philadelphia, has joined the Paul Smith Adv. Co., New York, as media director. Mr. West is treasurer and member of Board of Governors of Advertising Media Forum of Philadelphia and member of American Marketing Assn.

**SAM KAISER**, formerly with Kayton-Spiero, New York, on 20th Century-Fox account, has joined Blaine-Thompson Co. Inc., New York, as head of the newly expanded motion picture department.

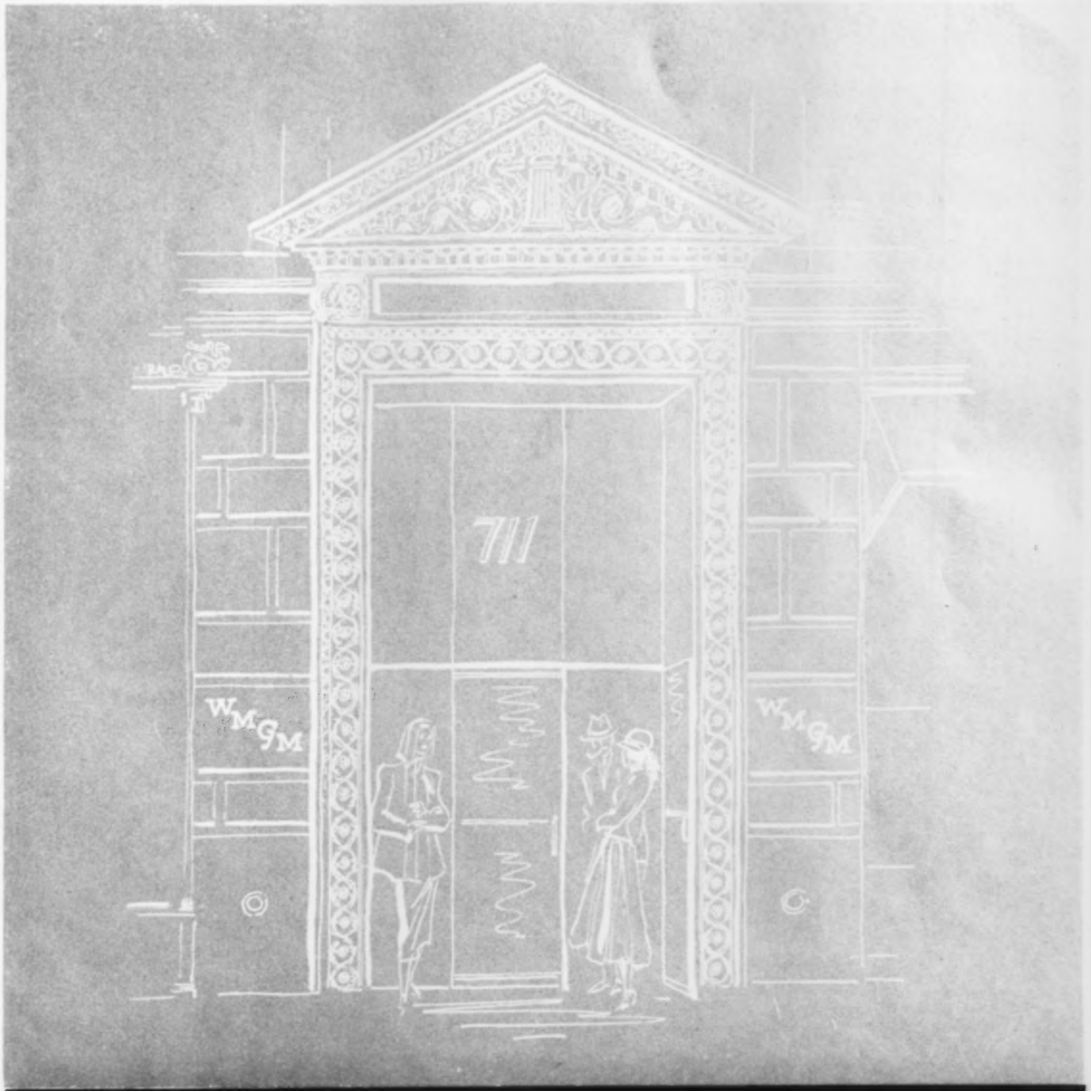
**WILLIAM E. TAYLOR**, formerly associated with McGraw-Hill Publishing Co., joined public relations department of New York office of Maxon Inc., New York.

**PHIL EDWARDS**, former radio, TV and newsreel director of Carl Byoir, New York, has been named radio and television director for W. B. Doner & Co., Chicago. He was associated previously with KYW and WPEN Philadelphia as announcer and continuity chief, after which he served four years in Marine Corps as combat correspondent.

**LAWRENCE (Larry) HOLCOMB**, formerly in radio and television department of Grey Adv., New York, and prior to that director of radio for Sherman K. Ellis Inc., New York, joined Lennen & Mitchell, New York, as assistant to Nicholas Keesely, manager of radio and television department.

**EVERARD W. MEADE**, vice president and manager of radio and television, Young & Rubicam Inc., is in Hollywood from New York for two weeks' conferences.

*(Continued on page 41)*


711
WMGM
WMGM

## WHN IS NOW...

# WMGM

★★★★★★★★★★★★★★★★★★★ "CALL LETTERS OF THE STARS" ★★★★★

WITH NEW MILLION DOLLAR STUDIOS AT...

## 711 FIFTH AVENUE

SIX MODERN NEW STUDIO UNITS . . .

THE MOST ADVANCED TRANSMISSION FACILITIES

RADIO'S MOST BEAUTIFUL STUDIOS

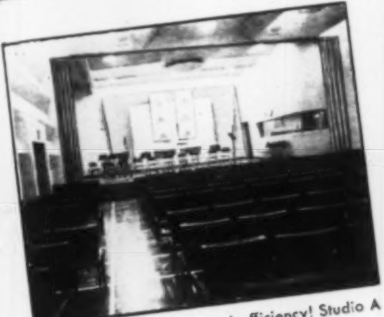
THIS IS

# WM

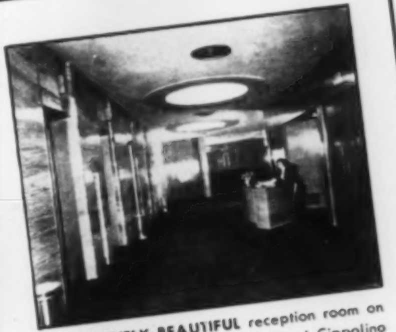
50,000 WATTS · 1050 KILOCYCLES

WMGM—FM 100.3 MEGACYCLES · CHANNEL 262

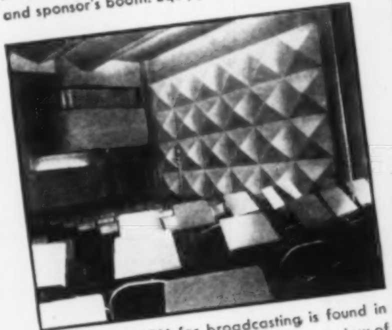
OS



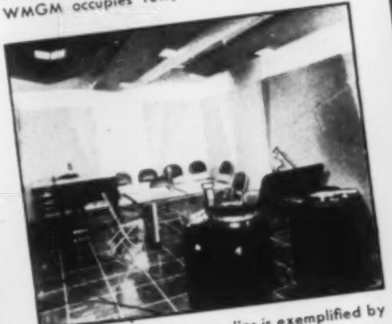
**LAST WORD** in luxury and efficiency! Studio A seats 250 visitors . . . has large stage with automatic draw curtain . . . sumptuous control room and sponsor's booth. Equipped for AM and FM.



**IMPRESSIVELY BEAUTIFUL** reception room on 15th floor is finished in imported Greek Cippolino marble . . . richly appointed in modern style. WMGM occupies 13th, 14th and 15th floors.



**NEWEST DESIGN** for broadcasting is found in all of WMGM's six new studios. Here is view of Studio B, station's second largest, which seats 150. Note elevated sponsor's booth . . . ultra-modern construction.



**NEW LOOK** in smaller studios is exemplified by Studio F. Everything's new—turntables . . . control board . . . microphones . . . furnishings. Ted Husing's Bandstand and other great shows come from here.

AND

GM

These are "the call letters of the stars!" WMGM will bring you the pick of Hollywood's beauty and talent—like the glamorous stars you see above——from Metro-Goldwyn-Mayer's famous family . . . a new era in programming with a new aura of great entertainment.

LEO'S OWN STATION

FOR **NEWS**.. *now* IT'S

# WMGM

FOR **SPORTS**.. *now* IT'S

# WMGM

FOR
ENTERTAINMENT
*as always* IT'S

# WMGM

For more than a quarter century WHN, New York's second oldest station, has served America's Number One Market with dignity and distinction. Now, drawing closer to its affiliated organization—the world-famous Metro-Goldwyn-Mayer Studios—it continues its record of public service with new and exciting call letters... WMGM. But this is more than a change in name... The new call letters bring with them the vista of great new programs added to the cream of the old ... new lustre ... a new spirit of wonderful entertainment. Just as M-G-M means the best in motion pictures...so, for the best in radio, it's now WMGM.

"CALL LETTERS OF THE STARS"

1050 ON YOUR DIAL *also 100.3 mc. on FM*

# *New Business*

**VICK CHEMICAL Co.**, New York, Sept. 27 starts 26 week sponsorship of quarter-hour of *Meet the Missus* audience-participation show on basic CBS Pacific Network plus KERN Bakersfield, Calif., KIMA Yakima, Wash., and KOLO Reno, Nev., Mondays, Wednesdays and Fridays 1:30-1:45 p.m. (PDST). Agency: Morse International Inc., New York.

**ESSO STANDARD OIL Co.**, for second successive year, will broadcast play-by-play descriptions of all U. of Arkansas football games this fall. Games will be heard on following 12 Arkansas stations: KGRH Fayetteville, KFPW Ft. Smith, KXLR North Little Rock, KCLA Pine Bluff, KWAK Stuttgart, KWEM West Memphis, KTHS Hot Springs, KELD El Dorado, KTFS Texarkana, KXRJ Russellville, KFFA Helena and KVOA Tucson. Agency: Marschalk & Pratt, New York.

**WESTERN PRESS ASSN.**, St. Louis, producer of package television shows, announced it will open first television show for Stephen Burns, local Lincoln-Mercury dealer on Sept. 24. Show series is comedy-variety. There is possibility of midwest television network sponsorship of show by overall Lincoln-Mercury organization, as well as by network officials who are considering show for possible NBC production.

**NESTEA**, new soluble tea product of Nestle Co. Inc., makers of Nescafe, will use radio spots for an introductory campaign next month in Boston, New York and Philadelphia. Agency: Doherty, Clifford and Shenfield Inc., New York.

**SCHOENHOFEN EDELWEISS Co.**, Chicago (Edelweiss beer), replaced its *Frank Parker Show* with *Edelweiss Album Hour*, three-a-week, 10:30 to 11 p.m. (CDT), on WMAQ Chicago. Agency: Olian Advertising, Chicago.

**SALERNO-MEGOWAN BISCUIT Co.**, Chicago, has contracted for *The Shadow*, Sundays, 4 to 4:30 p.m. (CDT), on WGN Chicago for 39 weeks, starting Sept. 19. Agency: Schwimmer and Scott, Chicago.

**AC'CENT**, product which enhances natural food flavors, developed recently by Amino Products Division of International Minerals and Chemical Corp., Chicago, will be introduced to public via radio this fall as consumer tests are conducted by J. Walter Thompson, also Chicago, which took over account mid-August. Test market areas are now being determined.

**V. LA ROSA & SONS**, (La Rosa macaroni, spaghetti, egg noodles and pastina), New York, through its agency Kiesewetter, Wetterau & Baker Inc., New York, will sponsor half-hour complete daytime dramatic show five times weekly starting Oct. 11. Program will be called *La Rosa Hollywood Theatre of Stars* and will feature an important Hollywood movie star each day, on transcriptions. Show will be heard on following stations: WOR New York, WCAU Philadelphia, WBZA Springfield, Mass., WJAR Providence, WTIC Hartford, and others. Firm plans to add more stations to its list in near future.

**ANGOSTURA-WUPPERMANN Corp.**, New York, appointed Robert W. Orr & Assoc., New York, to handle its advertising campaign. Spot announcements will be used although definite plans have not yet been set.

**WM. WRIGLEY Jr. Co. Ltd.**, Toronto (chewing gum) has appointed Walsh Adv. Co., Toronto, to handle all Canadian radio advertising. Wrigley's uses network quiz shows in English and French.

**CANADIAN INDUSTRIES Ltd.**, Montreal (paint and varnish division) has started daily one-minute spot announcement campaign for six weeks on 76 Canadian stations. Agency: Cockfield Brown & Co., Montreal.

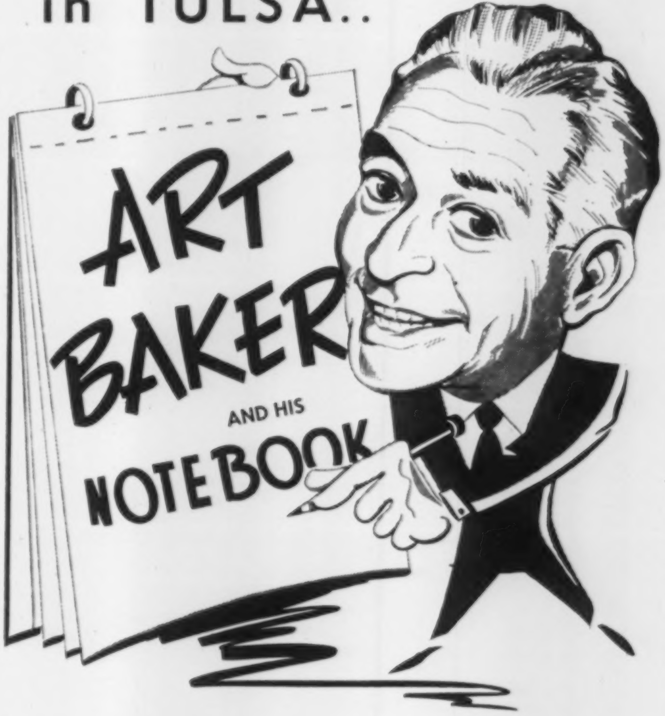
**UNIQUE ART MFG. Co.**, Newark, N. J. (mechanical toys), will sponsor 15-minute weekly segment of *Howdy Doody* show 5:45-6 p.m. on NBC television starting Fri. Oct. 1. Grant Adv. Inc. is agency.

**MANUFACTURERS Sales Co.**, San Francisco (plastic adding machines), appoints Ad Fried Adv., Oakland, Calif., to handle its advertising. A test campaign will be used on northern California stations.

**PLASTIKON-WESTERN**, San Francisco (Uneek, plastic floor and linoleum finish), appoints Benson M. Sherman agency, same city, to handle its advertising. Radio will be used.

(*Continued on page 47*)

NOW AVAILABLE
in TULSA..



The story-telling, humorous philosopher of the air waves from the West Coast to the Eastern Seaboard is now heard in Tulsa with his new show featuring live participations, over KTUL from 1:00 to 1:30 p.m. Monday through Friday.

**BULLETIN**

**1:00 to 1:15 p.m. strip now sold to makers of SUPREME SALAD WAFERS. 1:15 to 1:30 segment still available.**

*See Avery-Knodel or Phone, Wire or Write . . .*

**KTUL**

**BOULDER ON THE PARK — TULSA, OKLA**
**Affiliated with KOMA, Oklahoma City**

**Avery-Knodel, Inc.**
*Radio Station Representative*

**CBS**

**John Esau**
*Vice Pres. & Gen. Mgr.*

WILLIAM J. REILLY
FOR MANY YEARS A TOP-TIME
SALESMAN IN THE CHICAGO AREA

**ANOTHER STAR**

. . . ON AN ALL-STAR TEAM

★ ★ ★

**ADAM J. YOUNG JR.** Inc.

APPOINT

**WILLIAM J. REILLY**

TO MANAGE OUR

**CHICAGO OFFICE**

★ ★ ★

Adam J. Young Jr.
INCORPORATED

11 WEST 42nd STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

# Open Mike

*(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)*

## A Pilgrim Peeps

EDITOR, BROADCASTING:

Either you give WCAU a different position in the magazine or else Doc Levy should get himself a sturdier Pilgrim. (Pages 38-39, BROADCASTING, Sept. 6.) The old boy at the top of the page looked primly away from the Radiorama cheesecake layout on the opposite page. By the time he reached the bottom of the page, however, the Pilgrim was peeping lecherously at the Congo beauties with their native headdress.

*Victor A. Sholis*
*Director*
*WHAS Louisville*

* * *

## Required Reading

EDITOR, BROADCASTING:

I've been a subscriber to your magazine for years, require it in my college classes, and, in the writing of my book "Radio Workshop for Children," used to advantage your copious reporting of network, local station, and school activities in radio for children.

*Jennie Waugh Callahan*
*Ph.D.*
*Hunter College*
*New York City*

* * *

## Promotion Requests

EDITOR, BROADCASTING:

Recently BROADCASTING Magazine published a description of the new WLBR promotion folder. I thought you might be interested in knowing that I have received a number of inquiries . . . requesting copies . . .

I am reluctant to release the exact amount of mail received as our disc jockeys would turn green with envy if they found out they are facing keen competition from our promotion department.

*Julian F. Skinnell*
*Operations Manager*
*WLBR Lebanon, Pa.*

## On All Accounts

*(Continued from page 10)*

agency field as special radio timebuyer for Geyer, Cornell & Newell in behalf of Nash cars.

At the conclusion of that job he joined Erwin Wasey in Philadelphia, and when the agency closed its Philadelphia office Mr. Chalmers returned to New York and the Biow Co., specializing in sales promotion and copy writing. Soon he was made executive assistant to Milton Biow, head of the agency, and remained in that capacity for four years. While with the firm he conceived the idea and format of *Take It or Leave It*. This helped to secure the Eversharp account for the agency. Mr. Chalmers also served as account executive for Popsicles and Columbia Pictures and assisted Mr. Biow on the Philip Morris account.

In 1941 he resigned from the agency to join Free & Peters, station representatives, and remained with the organization until February 1944. In March of that year he joined the 84th Infantry as a private. He was commissioned in the field overseas and later became aide to Gen. A. R. Bolling.

During the first year of occupation in Europe Mr. Chalmers—then First Lieut. Chalmers—was in special service and originated the soldier show which toured Europe called "It's All Yours." Later the show was used as the basis for a series of broadcasts on AFN.

When he returned to the States in 1946 Mr. Chalmers joined Richard Hudnut as assistant advertising director and radio director in charge of the Jean Sablon, *Grand Marquee* and Sammy Kaye shows. On Aug. 1, 1947, he moved to K & E to assist in sales promotion on the Ford account, and on Jan. 1, 1948, was named account executive for the automobile advertiser. The motor company is sponsoring *Ford Theatre* on CBS, Fridays, 9-10 p.m. and an hour-long theatre show on the CBS video network, once a month.

The Chalmers—his wife is the former Julie Sterling, an actress—have beeen married since June 1937. They live in Manhattan.

Mr. Chalmers plays tennis frequently and drives a Ford, of course.

## Feature

*(Continued from page 10)*

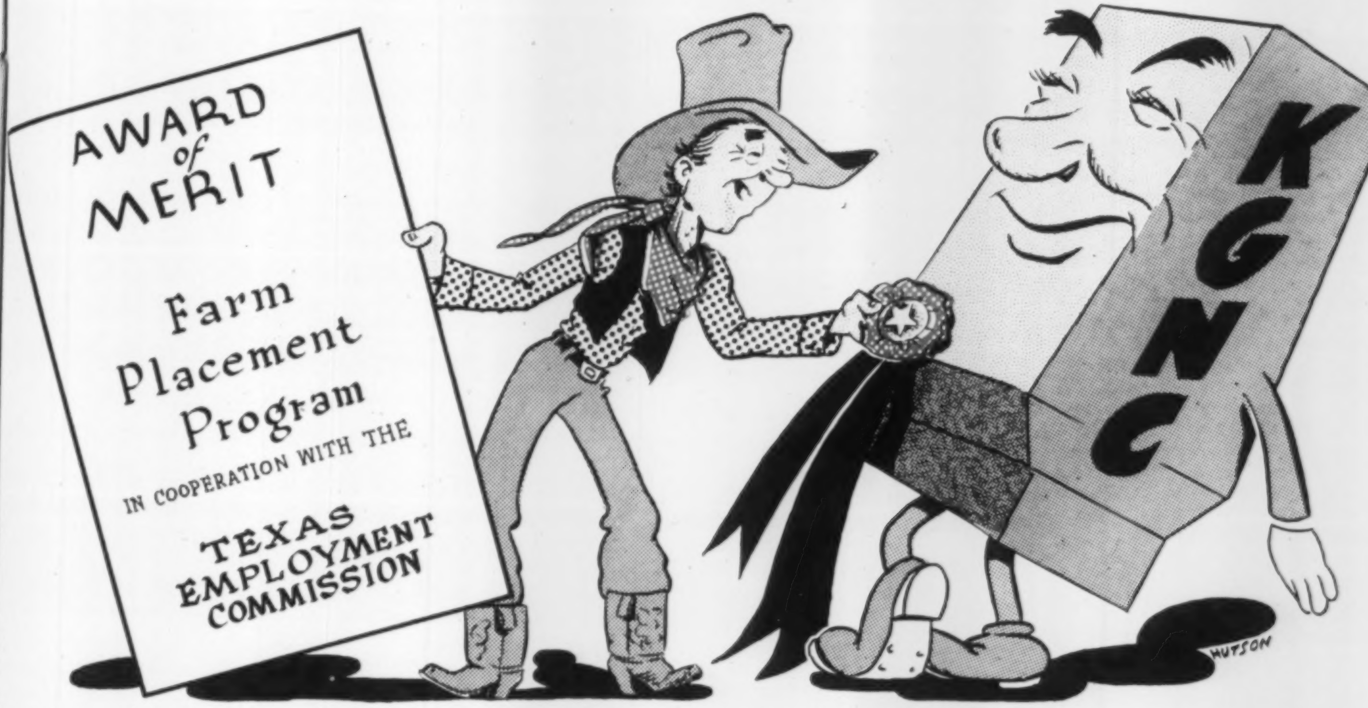
Carl Ide, did a series of audience interviews. Another hidden, but not silent partner, was a small radio receiver which KDKA technicians had installed in the base of the velocity microphone. The receiver was operated by batteries designed for hearing aids.

From his hiding spot Mr. Ide watched through an observation slot in the wall as Mr. Poulton conducted the interviews. The audience was mystified as Mr. Ide's voice gave an accurate description of the person being interviewed or jested with interviewees.

Many closely observed the lips of Mr. Poulton to see if he were employing ventriloquism when the voice of the mystic mike described their clothing, guessed their weight and gave the color of their hair.

A series of recorded sections of KDKA shows were presented by the mike with the responding voice when it was not being used for interviews.

# Things that make KGNC the *Tuned-in* station throughout the fabulous Panhandle...



## T'WERN'T REALLY NOTHING UNUSUAL FOR KGNC...

Wheat is a 200 million dollar activity in the Texas Panhandle—a mighty important business.

For two years KGNC's "Uncle Jay" during his 15 minutes Trading Post program, has been directing harvest crews, routing labor, trucks and combines to areas where they were most needed . . . thus combining public service with entertainment to bring another award to KGNC.

Working with County Agents last year and with the Texas Employment Commission this year, KGNC has been successful in solving a serious problem both for farmers and harvest crews by avoiding pirating and other evils.

This service was used to direct harvest crews in the area served by KGNC—a big job—since the primary area alone covers 54 counties in Texas, 16 in New Mexico, 18 in Oklahoma, and 6 in Kansas. Inquiries were received far beyond this area.

So successful was this service that KGNC was given the above mentioned Award of Merit, and it is planned to continue this cooperative program again next year during the harvest season.

This proves one thing—that public service with entertainment builds a loyal, consistent audience, and in the fabulous Panhandle of Texas this valuable combination belongs to KGNC.

# KGNC

**710 KC. AMARILLO, TEXAS 10,000 WATTS**

**Represented by TAYLOR-BORROFF and Co., Inc.** • MEMBER OF THE **LONE STAR CHAIN**

# Telestatus

## (REPORT 25)

## Royal Book on TV Production

TELEVISION has been called "the greatest medium of expression mankind has ever had at its disposal" and, as an advertising medium, has demonstrated its tremendous impact on the American people. The technical development of the medium has progressed from an idea to a reality and more and more people are trying to get into the act.

To help the novice in the field, and as a reference for all people interested in video, John F. Royal, vice president of NBC, compiled a book, *Television Production Problems.* The volume, published by McGraw-Hill, is a collection of "lectures" given by top NBC personnel in connection with the Columbia U. course in the programming phases of video.

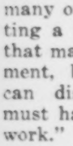
The chapters covered in this TELESTATUS are by Richard P. McDonagh, manager of the script division of NBC; N. Ray Kelly, manager of production facilities for NBC Television; Robert J. Wade, art director of NBC Television, and Edward Sobol, NBC Television producer.

### Need for Improvement

Despite the technical advancement that has taken place, the consensus is that television programs must improve to hold the audience of the future. Outside of sports, which now consumes the majority of video time, it is necessary for someone to write and produce all other programs.

"Television's two great primary needs are material and writers," in the opinion of Mr. McDonagh in his chapter on "Television Writing Problems." Considering the many other people involved in putting a television show on the air, that may sound like a broad statement, but, "before any of them can display their talents, they must have material with which to work."

Mr. McDonagh feels that video writers will come from practically every field, but that they must combine "the visual sense of the stage writer and the facility of screen writer, the ingenuity of the radio writer."



In the interest of efficiency, considering the time-consuming job of writing a television script, "it may be found that it will be best for each station or network to have a staff of writers whose main duty will be that of adapting . . . material created by a great number of other writers." These people should be selected for their imaginative capacity and facility in creation. They should be trained in the mechanics of preparing a TV script so they can adapt to television literary material written for other mediums.

Cuts and changes are, of course, necessary in writing an adaptation, and Mr. McDonagh states that the "only obligation to the original author is to be as faithful as possible to the original work in making the adaptation."

### Importance of Titles

Titles for a work are important and should be "arresting, suggestive, challenging." Remember, too, that for newspaper listings they should be as short as possible.

Because of the physical limitations of a video studio, characters should be kept to a minimum. Care should be used in biographical studies where a person is shown at several ages because of the time taken in changing costume and makeup. The same care should be applied in the use of a flashback where the "main characters appear in both framework and story proper, and where the age and costume differences, as between framework and flashback scenes, are marked."

In writing for video "it will help the writer to remember that, as in radio, television programs go into the home," and that "the prudent writer will be on guard against offending." Here the same rules of good taste that apply to radio should be followed.

As to subject matter remember: "The masses want entertainment—they don't want to be educated unless it can be done in a highly palatable way." "Television, like radio, must offer a carefully balanced schedule of entertainment, including special events, drama, musical programs, novelty programs of practically all kinds, and, of course, the weightier public-service variations of these types of programs."

### Focus of Camera

The depth of focus of an iconoscope is short and "the writer should not indicate two simultaneous, significant pieces of action, one taking place behind the other."

Remember, also, a television screen is small and too many people in one scene will not show up well. Fast action is not desirable and beware of fast "panning."

Camera direction should not be the concern of a writer. "Unless specific camera shots are necessary to the advancement of your plot, leave them to the director." Know the limitations and demands of video writing but "leave the technical and production details to the men best qualified to handle them—the directors."

When the script is completed, the production facilities of the station come into play to get the show on the air. In the chapter on these production facilities, Mr. Kelly states that the term "encompasses a wide variety of functions and materials, which, with live performers, comprise the visual and audible content of a television show. Specifically, it includes scenic design, construction and execution of settings, dioramic and model miniatures, and other visual effects required as a means of scenic and dramatic delineation, set dressings of all kinds, furnishings, properties both mobile and stationary, make-up, wardrobe, costume design and execution, sound effects, titling, and incidental art material in a wide variety."

Mr. Royal

### Production Facilities

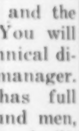
The various activities of the production facilities staff is divided into two groups — technical and operating. The technical staff includes the art director and all those engaged in scenic design, including artists and construction workers. It also includes wardrobe workers, visible and audible effects technicians, property custodian, make-up artists, title letterers and commercial artists.

The operating staff is headed by the staging coordinator, who, "working in close cooperation with the director, the technical director, and various members of the technical staff from the inception of the program, coordinates and supervises the preparation and assembly of all necessary equipment and manages the staging staff . . . and is responsible for the installation, operation, and placement of production facilities during rehearsals and broadcasts."

"At a meeting with members of the facilities department, including the manager, art director, scenic designer, costume designer, studio director, et al., the producer presents a general picture or style, based on the script or his conception of the original." With the feeling of the script in mind the designer may start to work on the set layout. In "Settings for Television," Mr. Wade states "the tentative plan is approved by the producer, by the facilities manager—who tests it for sight lines with a specially designed scale—and by the technical director, who checks on possible camera angles and problems of moving video and sound equipment."

The next step is casting. In "Production of Dramatic and Variety Programs," Mr. Sobol advises getting the best actors available, particularly in leading roles. "In casting for television, it is best to cast to type."

"Now you are ready to put your play into rehearsals. Full-length plays need about 10 to 12 days for rehearsals. Only two of these days are for camera rehearsals. The rest is away from the studio and are called dry rehearsals. About four hours a day are used for the first five days and about six for the remaining days. Of course rehearsal time can be cut down by careful planning and blocking. The general rule holds, however, that a television show, other things being equal, is as good as its rehearsal. In the rehearsal hall you mark out the floor plan of your sets and after the first few days begin using regular or substitute props."



During rehearsal remember to plan your camera shots for the studio and camera rehearsal to come. Since the play is most likely to be in several scenes, "a good idea (during the first studio rehearsal) is to run through the play one scene at a time for the benefit of the cameramen and the rest of the studio crew. You will work directly with the technical director and with a stage manager. The technical director has full charge of cameramen, sound men, lights, and all engineering facilities. He is in communication with them and it is to him you address all requests for camera movements, etc. Your contact with the actors during rehearsals is either through your stage manager or direct to the actors by means of a private line . . ."

### Dress Rehearsal

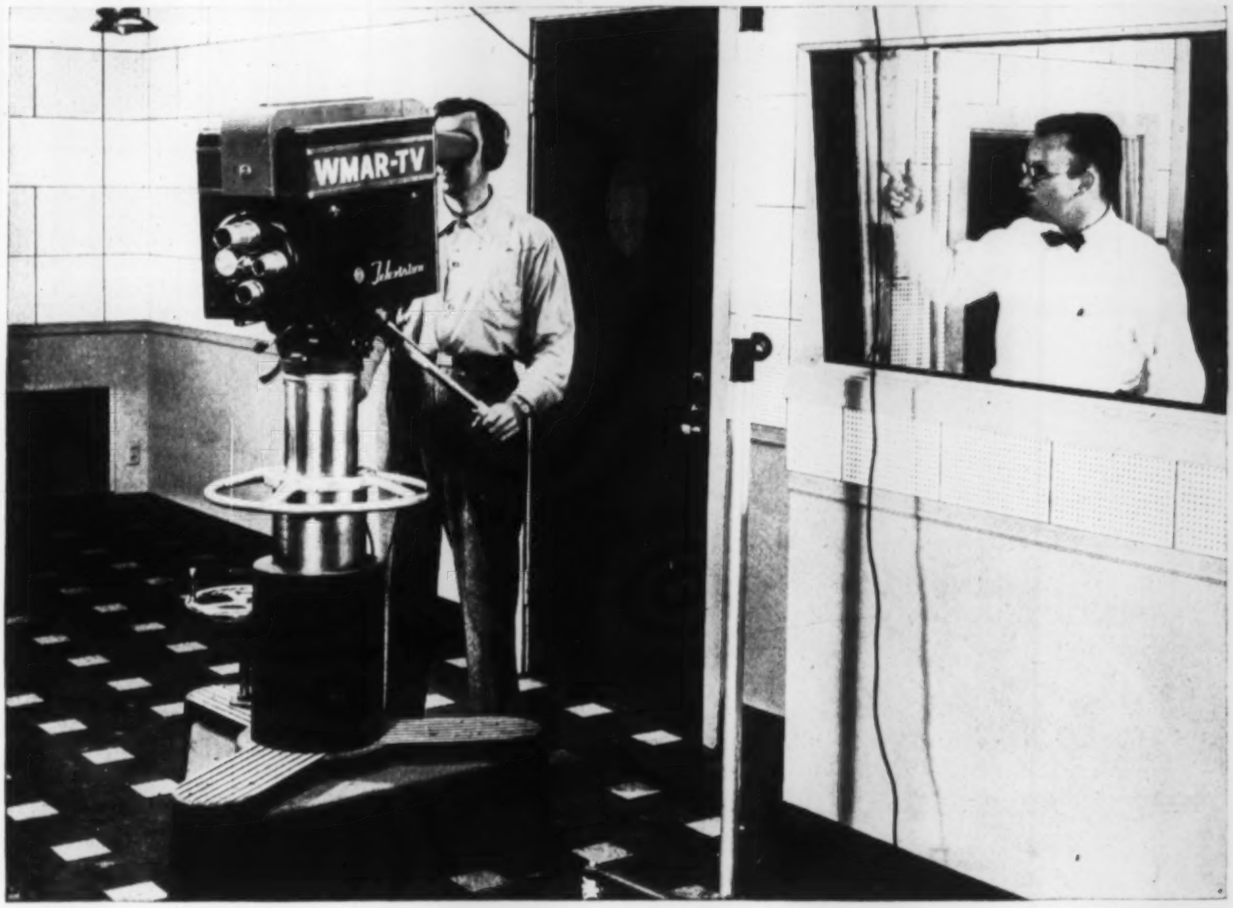
"After about 10 hours of camera rehearsal, you are now ready for a dress rehearsal. Try to make it as nearly perfect and as much like the broadcast as possible. Have your actors in full costume and make-up, all your sets properly dressed, all your props set, all your cues properly marked in your script and then shoot. Set up your shots . . . before you take it. Be sure the shot is ready when you take it, because once it is being broadcast there is little you can do about it. Try to have your dress rehearsal in time to give the actors a chance to rest before the broadcast. Now you are ready for your broadcast."

# WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY

BALTIMORE 3, MARYLAND



# In Maryland, it's WMAR-TV for Complete Facilities

Already operating two mobile units, remote studios and a complete film department, WMAR-TV opens its new main television studio this week.

Equipped with the newest electronic devices, WMAR-TV's newest studio is located in the Sun Building only one block from the antenna atop the O'Sullivan Building—593 feet above street level.

Included in the new studio are two studio-type image orthicon camera chains, the latest studio switching and fading console, and hydraulic camera dollies.

In Maryland, it's WMAR-TV for the "Best in Television" every day of every week.

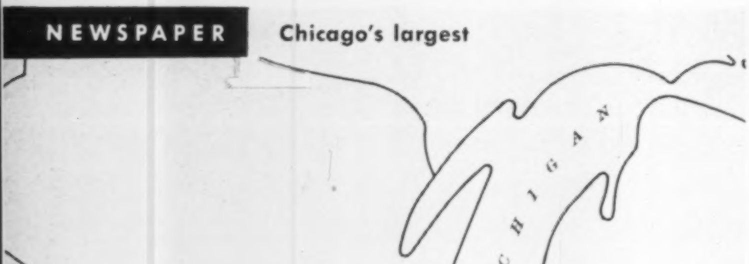
*Represented by* **THE KATZ AGENCY, Inc.**

**500 FIFTH AVENUE • NEW YORK 18, N. Y.**

# Your distribution may blanket the area..*bu*

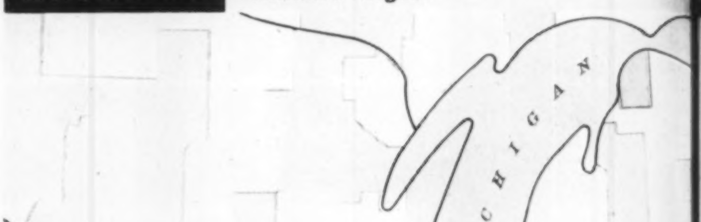
Are you using the medium that penetrates your distribution area as completely as your product? Does the circulation of your advertising "fade" 25 miles, 50 miles, 100 miles from its point

**NEWSPAPER** **Chicago's largest**


LAKE MICHIGAN
WISCONSIN
MICHIGAN
IOWA
CHICAGO
ILLINOIS
INDIANA

Total circulation in area—1,010,829 (Audit Bureau of Circulations 3/31/47)

**MAGAZINE** **Nation's largest**


LAKE MICHIGAN
WISCONSIN
MICHIGA
IOWA
CHICAGO
ILLINOIS
INDIANA

Total circulation in area—592,956 (Source available on request)

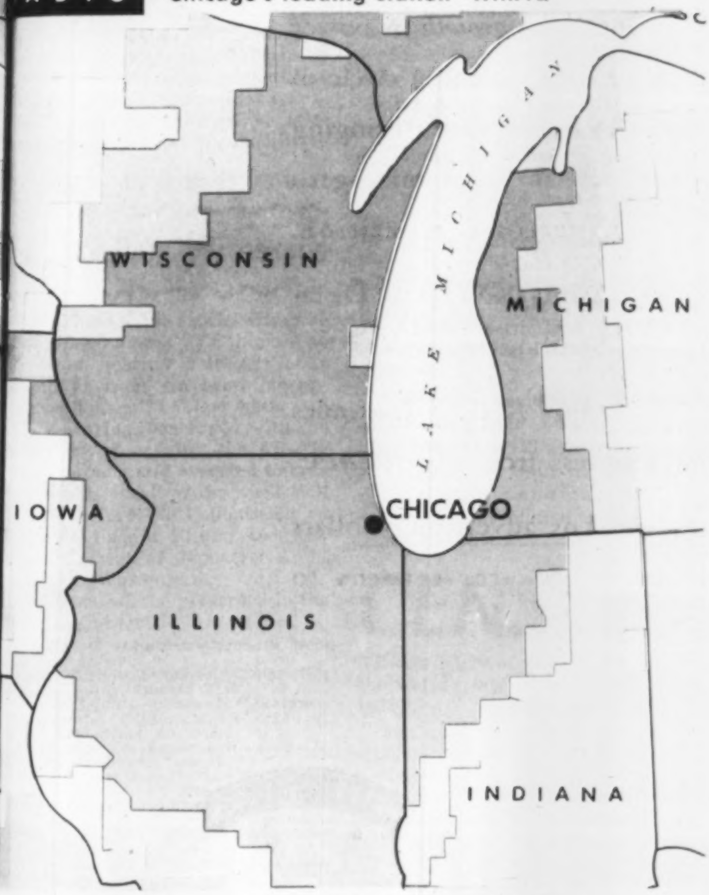
**NBC**

# bu oes your advertising?

s your oduct? "fade" point

of origination? . . . Here are three maps of the Chicago area. Which map comes closest to coinciding with *your* distribution area? Which medium *penetrates* that area best for you?

**ADIO** Chicago's leading station—WMAQ



est)

Total audience in area (daytime)—2,503,870 (BMB—1946)

**WMAQ** is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how closely these stations' coverage areas match your distribution areas . . . how thoroughly they penetrate those areas.

| | |
|---|---|
| New York . . . . . . . | WNBC |
| Chicago . . . . . . . | WMAQ |
| Philadelphia . . . . . | KYW |
| Cleveland . . . . . . | WTAM |
| Washington . . . . . . | WRC |
| Boston-Springfield . . . . | WBZ-A |
| San Francisco . . . . . | KNBC |
| Pittsburgh . . . . . . | KDKA |
| Denver . . . . . . . | KOA |
| Schenectady . . . . . . | WGY |
| Fort Wayne . . . . . . | WOWO |

**LEGEND**

☐ 50 to 100% of total families reached
☐ 25 to 49% of total families reached
☐ 10 to 24% of total families reached

# SPOT SALES

EW YORK • CHICAGO • HOLLYWOOD • CLEVELAND • WASHINGTON • BOSTON • SAN FRANCISCO • DENVER

# GROWTH *and* PROGRESS

Growth and progress are not synonymous.

When they do develop together, however, they produce wonderful results! The history of KVOO is an inspiring story of growth and progress . . . *growth* in power and service to an ever widening circle of faithful listeners . . . *progress* in bringing the newest and best in programming to listeners in advance of competition.

These are the reasons KVOO is Oklahoma's Greatest Station.

These are the reasons KVOO continues to grow and progress from year to year.

These are the reasons advertising dollars on KVOO bring greater returns to advertisers, year after year.

50,000 WATTS ON 1170 KC

**KVOO**

TULSA

OKLAHOMA'S GREATEST STATION

EDWARD PETRY & COMPANY INC., NATIONAL REPRESENTATIVES

**NBC AFFILIATE** **UNLIMITED TIME**

BROADCASTING
TELECASTING

l. 35, No. 12 WASHINGTON, D. C., SEPTEMBER 20, 1948 $7.00 A YEAR—25c A COPY

# TV PROCESSING

## Shutdown Looms Till Standards Are Set

By RUFUS CRATER

VIRTUAL SHUTDOWN of FCC's television processing ies until the end of the year—and possibly into 1949—ap- eared certain last week as the Commission prepared to call engineering conference, probably before mid-October, look- g to revision of TV standards d perhaps channel allocations.

This prospect, which had been recast unofficially [BROADCAST- G, Sept. 13], became evident ring a 1½-day FCC-industry nference which also produced stimony that Allen B. DuMont abs could begin to turn out trans- itters for the 475-890 mc tele- sion region within six months to year.

Dr. Allen B. DuMont, head of DuMont Labs, offered this tentative time-table in support of his proposal that television's channel shortage be relieved by using high-band stations to piece out inadequate allocations in the present low band.

### High and Low Band Receiver

He thought it feasible to build a combination receiver which would work on both low and high bands, and said it might be done at less cost than "our present receiver, by an entirely different method . . . We have one section of it working today." Presumably such a set would tune through the regular FM band, permitting reception there as well as on the television bands.

Promising "something concrete" in the high-band hearings which start today, Dr. DuMont envisioned a minimum of "four or five" stations in each major city, but no co-mingling of high and low-band stations in the same community: All stations in a city would be high-band or all would be low-band.

Of the first 50 cities, under his plan, 39 would have stations in the present VHF range and 11 would have UHF stations. He said none of the currently operating stations would have to change facilities but that "a few" present permittees would have to switch to the upper frequencies.

The DuMont plan assumes the use of the same standards in both UHF and VHF, which would preclude color in the upstairs band. But Dr. DuMont asserted: "If you take the whole band and utilize it just for color, you are going to be in the same mess we are in now with the VHF; so why not do a good job and find other frequencies some day for the color situation?"

Dr. DuMont said it was not yet known how to build high-power transmitters for the high band, but that it is possible to build some that will serve. The ones he said DuMont Labs can put into production would be in the 500- to 1000-w range, with an antenna gain of three or four and "perhaps more."

The high-band proposal was a reversal of DuMont's past position that the immediate solution to television's space problems lies in the addition of channels in the vicinity of the present band, not in opening up the UHF region.

The suggested opening of the 475-890 mc area, to be the subject of exhaustive hearings this week (see list of witnesses, this page), got both support and opposition in the course of the conference.

### Craven's Views

Comdr. T. A. M. Craven, former FCC member and now vice president of Cowles Broadcasting Co., saw a close connection between the high and low bands so far as allocations are concerned, and urged FCC to withhold any decision on downstairs allocations until it has a chance to see the evidence this week's session produces.

He felt "we can't hold off forever," waiting for the development of color, and said he would have two proposals to offer at this

(Continued on page 74)

*Allied conference stories, pages 75, 76.*

## V Hearing Witnesses

HE ORDER in which witnesses ill appear at the FCC high-band levision hearing starting today Monday) is shown below as an- ounced by the FCC last week.

The hearing, concerned with the easibility of opening the 475-890 c video band and expected to take p most if not all of the week, will e held before the Commission *en bane*, starting at 10 a.m. today in he U. S. Dept. of Commerce Audi- torium in Washington.

Evidence will be presented in the ollowing order:

**Bureau of Standards—Kenneth Norton.**
**Joint Technical Advisory Committee—Philip Siling, Donald Fink.**
**George Lippitt—Personal Appearance.**
**Television California — George P. dair, consulting engineer.**
**Television Broadcasters Assn.—J. R. Poppele, president; others.**
**Allen B. DuMont Labs.—Thomas T. Goldsmith, research director.**
**Philco Television Broadcasting Corp. and Philco Corp.—David B. Smith, Philco Corp. vice president in charge of engineering.**
**RCA and NBC—C. B. Jolliffe, executive vice president of RCA Labs.; others.**
**Westinghouse Electric Corp. and Westinghouse Radio Stations—Walter Evans, WRS president, and D. R. Shoults, C. E. Nobles, Andrew D. Ring, Ralph Harmon, H. W. Schaefer, Gilbert Larson.**
**CBS—William B. Lodge, vice president and director of general engineering.**
**Cowles Broadcasting Co.—T. A. M. Craven, vice president.**
**Eitel-McCullough Inc. — Harold E. Sorg, research director.**
**G. A. Richards Stations—R. Morris Pierce, vice president of WGAR Cleveland; others.**
**Zenith Radio Corp.—J. E. Brown, assistant vice president.**
**Paramount Television Productions—Paul Raibourn, president; Richard Hodgson.**
**Sarkes Tarzian (WTTS Bloomington, Ind.)—Sarkes Tarzian.**

# CENSUS PREVIEW

## Radio Query Added

TRIAL RUN of the 1950 decennial census will be held Oct. 22 though the world's largest and most revealing nose count is still a year-and-a-half away.

The quarter-finals of the U. S. Census Bureau's tabulation will include a radio question. It will be a simple question:

- "Is there a radio in these living quarters? Yes__; No__."

Inclusion of the radio question offers encouragement in view of the Census Bureau's previous reluctance to include the subject in the 1950 count [BROADCASTING, May 3].

But bureau officials were quick to point out last week that the trial-run version in no way insures inclusion of a radio set query in the 1950 project.

"The test will merely provide experience in setting down a workload of items that can be answered by the public," Robert C. Hamer, chief, Housing Facilities Unit, Population Division, told BROADCASTING. The bureau is experimenting with a full range of subjects, he said.

Judging by reaction of bureau officials, there is grave doubt that a comprehensive radio question has any chance. Wide demand has been voiced by industry sources for a question covering AM, FM, television and even facsimile receivers.

### Don't Like Idea

Bureau economists, experienced in getting information out of the populace, shudder at the idea of a comprehensive radio question.

Basic element in any question, they point out, is the ability of 95% of the population to understand and answer it. Relatively few persons, they contend, know the difference between an AM and FM receiver. They add that the practice of using combination station breaks ("This is WWWW and WWWW-FM") leads many of the listeners to believe they are receiving FM programs though they own only AM sets.

### Difficulty Seen

On that basis alone, they feel a non-technical enumerator would have difficulty getting an accurate answer out of a householder.

The problem in television is entirely different, according to Census Bureau officials. They anticipate no special problem in asking a TV question in cities with television stations, but they fear the indignation of persons in non-TV areas would harm the prestige of the census. People would think the enumerator was "nuts," one official declared.

Splitting the census into TV and non-TV areas would be a costly

(Continued on page 73)

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# Spector Launches New N. Y. Agency

RAYMOND SPECTOR, president of Raymond Spector Co. Inc., New York, which discontinued active operations in Jan. 1947, has formed a new agency under the same name at 445 Park Ave., New York.

Mr. Spector

Among the accounts handled by Mr. Spector's former agency were Serutan, Nutrex, *True Story* and *Look* magazines, Lone Ranger, Fiction Club, Staze, Univex Cameras, Block Drug Co. and Tootsie Rolls.

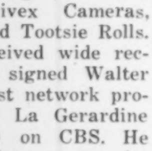
Mr. Spector received wide recognition when he signed Walter Winchell to his first network program in 1932 for La Gerardine (a waving lotion) on CBS. He also placed Drew Pearson opposite Jack Benny, and pioneered in radio audience research. In 1936 he started Serutan in radio by sponsoring Victor Lindlahr on WOR New York.

With the formation of the new agency, Mr. Spector stated that television will be a major interest of the organization and that at least two of the agency's clients were about to use the medium for the first time.

A list of accounts and names of executives will be announced Oct. 15.

## W. H. CASE IS NAMED TO NEW AGENCY POST

WINSLOW H. CASE, senior vice president of Campbell-Ewald Co., Detroit, has been placed in charge of the New York offices of Campbell - Ewald. He will have complete responsibility for overall operation of the agency in the East. All television and radio accounts will clear through him.



Mr. Case

In addition, J. J. Hartigan and J. H. Neebe, vice presidents, have been elected directors of the company.

FIRST CLIENT of newly-formed Radio Representatives Inc. is WMPS Memphis, whose vice president and general manager, Harold E. Krelstein (seated), is shown with a group of RR executives. Standing (l to r): Stanley L. Wessel, secretary-treasurer of RR; Harry S. Goodman, president, and John North, vice president. Completing the group is Peggy Stone, vice president in charge of RR's New York sales office.

* * *

## WMPS MEMPHIS FIRST CLIENT OF NEW FIRM

RADIO Representatives Inc., newly formed company, last week signed its first client, WMPS Memphis. The company has announced its intention to acquire a station list not exceeding a dozen.

WMPS, formerly represented by Taylor-Howe-Snowden, a company which was succeeded by Taylor, Borroff & Co. [BROADCASTING, Aug. 30], switched to the new Radio Representatives Inc., in the wake of Peggy Stone, a vice president of the new organization. Mrs Stone had formerly been with Taylor-Howe-Snowden. Before that she was with Broadcast Sales Inc., which in its time also represented WMPS.

The Memphis staton last week signed a five year contract with Radio Representatives Inc. The deal was negotiated by Harold E. Krelstein, vice president and general manager of the station. WMPS, an ABC affiliate, operates with 10 kw power on 680 kc.

## Canadian Ace Is Target In $735,000 FTC Suit

THE CANADIAN Ace Brewing Co. is faced with a $735,000 suit filed against it by the Federal Trade Commission last Thursday for allegedly failing to indicate that its product was brewed in the United States.

It was pointed out in the suit that the firm's radio jingle contained no mention of where the beer was brewed. Filed in Federal Court in Chicago, the suit contained seven counts, each citing specific instances of broadcasting the jingle which exhorted listeners to "drink Canadian Ace."

# AEA Urges Mergers Of 11 AAAA Unions

ACTORS EQUITY Assn. last week adopted a resolution endorsing the proposed merger of the 11 talent unions comprising the Associated Actors and Artists of America, and ". . . failing that . . . amalgamation with American Federation of Radio Artists and/or any branch of the four A's."

Equity's stand on the long-pending merger behind which AFRA has been the chief motivating force, was made public by Clarence Derwent, president of Equity. The text of the resolution follows:

"This council reaffirms its belief in total merger of all branches of the four A's. Failing that, it favors amalgamation with AFRA and/or any branch of the four A's and stands ready for immediate negotiations to effectuate such a result."

Ralph Bellamy was named chairman of an Equity committee appointed last week to negotiate with other AAAA unions desiring a merger. A date has not yet been set for the beginning parleys.

## NAB Retail Brochure

BROCHURE analyzing the Sears Roebuck & Co. advertising budget for the year has been prepared by the NAB Dept. of Broadcast Advertising. Lee Hart, retail advertising director, breaks down the budget, which shows a percentage drop for radio (4.1% to 3.4%) but dollar gain. The budget is up from 18 to 23 million dollars.

## CBS Promotes Danzig

JERRY DANZIG, who joined the CBS television staff early this year as senior producer, has been promoted to the post of associate director of TV programs.

# P & G and C-P-P Buy TV Net Time

### Soap Manufacturers Each Tak Half Hour on NBC Video

TWO LEADING soap manufacturers, who are also two of th nation's foremost advertisers and largest users of radio time, have bought time on NBC's TV network for half-hour weekly programs to start early next month. Continuing the parallel, neither company has announced what program it will sponsor nor what product will be advertised.

Procter & Gamble Co., Cincinnati, has contracted for the Friday, 9-9:30 p.m. period through Compton Adv. Inc., New York. It is the company's second video network program, with P & G already sponsoring television fashions on parade on the DuMont video network, Friday, 8-8:30 p.m., for Ivory Snow and Prell, through Benton & Bowles, New York.

Colgate-Palmolive-Peet Co., Jersey City, will sponsor the Monday 9-9:30 p.m. half-hour on the NBC video network. Pending decision as to the product to be advertised, the company has not announced which of its three agencies—Ted Bates Inc., Sherman & Marquette, William Esty—will handle the video series.

## UNIFIED ARMED FORCES PRESTIGE DRIVE IS SET

NATIONAL campaign to promote unified armed services prestige was approved last week at a meeting in the White House of representatives of the Advertising Council, Army, Air Force, Marine Corps and the staff of John R. Steelman, assistant to the President.

An all-media drive was proposed by the council some months ago, with perhaps $8,000,000 worth of advertising time and space to be contributed by business firms.

Representatives of the armed services who attended the meeting included Maj. Gen. T. J. Hanley Jr., U. S. Air Force, Chief, Military Personnel Procurement Service Division; Rear Admiral Edward C. Ewen, chief of public relations, U. S. Navy; Brig. Gen. John T. Selden, director of public information and recruiting, U. S. Marine Corps.

John R. Steelman, Charles W. Jackson, and John T. Gibson represented the White House.

The Advertising Council's representatives were Theodore S. Repplier, president; Allan M. Wilson, vice president; and Henry C. Wehde Jr., Council executive for the campaign.

## Bulova Contract

BULOVA Watch Co., New York, has placed 52-week contract for time signals on KRSC-TV Seattle, effective when the television station goes on the air, probably about Nov. 15. Agency is Biow Co., N. Y.

# FCC ASSAILED

## House Says It Exceeded Authority

By ED KEYS

THREATENING remedial legisla-on unless atonement is offered, a House Select Committee, in a scath-g report to Congress, charged late ast week that FCC had exceeded s authority, invaded the legisla-ve field and "embarked upon a angerous and mischievous line of easoning" in its Port Huron and cott decisions.

The blistering indictment of the gency was contained in a nine-age interim report of the House elect Committee Investigating the CC [BROADCASTING, Sept. 6, 13] heduled to be filed today (Sept. )) with the Clerk of the House, the absence of regular Congres-onal sessions. Approval of the eport was given by four members f the five-man Committee. These ncluded Reps. Forest A. Harness (R-Ind.), chairman of the Commit-ee; Leonard W. Hall (R-N. Y.), Charles H. Elston (R-Ohio), and Percy Priest (D-Tenn.). Rep. ren Harris (D-Ark.) up to Fri-ay afternoon had not indicated if e would subscribe to the views or rite a minority report.

Opinions were based on Commit-ee hearings Aug. 5-6 on the Port Huron Decision dealing with po-tical broadcasts [BROADCASTING, ug. 9] and Aug. 31-Sept. 1 hear-gs on the Scott Decision concern-g atheists' right to radio time [BROADCASTING, Sept. 6].

Other major conclusions reached y the Committee were:

● Careless language had been "indulged in for some time" by the Commission. It was intimated that this originated in the legal division.

● There is doubt as to "who and what considerations dictate decisions" of the agency. Again an accusing finger was pointed at the law bureau and also at the public information director.

● FCC had, in effect, reversed its Scott Decision with the renewal of WHAM Rochester's regular license and should specifically say so.

● The Commission should, itself, expunge the controversial language in the opinions.

### Port Huron Edict

It was pointed out in the Port Huron hearings, the Committee said, that stations had no right to censor libelous or slanderous statements in political broadcast even though a station might be liable under state laws, thus placing the broadcaster in a "dilemma of self-destruction."

The decision, the report explained was subscribed to fully by only two of the Commissioners. It cited Comr. Robert F. Jones' dissenting opinion which held that the decision "serves to create confusion and to hold forth both promise and threat without legal effect."

It was recalled that the Committee "received evidence that the opinions of the Commission are prepared originally by the legal staff without consultation with members of the Commission as to their views. It was also developed that the Public Information Director is consulted before decisions are handed down, and that the Public Information Director advises as to possible reaction."

This type of information, the report declared, gave the Committee "no little concern as to just who, and what considerations, dictate decisions by the FCC."

An immediate effect of the decision had been to encourage irresponsible persons and those with grudges to go on the air with unfounded and slanderous attacks upon any person seeking public office, the Committee charged.

The problem has been "substantially resolved," the Committee said, by assurances from the Commission that "'for the time being, at least until the matter is settled, the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene and slanderous statements from going out over the air, need not fear any capricious action.'"

### Assail Scott Decision

Assailing the Scott Decision as "unintelligible and impossible of clear and unambiguous interpretation," the Committee declared it "obviously would be advantageous only to the atheists and the Communists. For any method or means that blocks the words of God, the enemy of these groups, is a victory for their cause of Godlessness."

Language of a witness, characterizing the decision as "a tissue of naive, inaccurate, and . . . self-contradictory affirmations," was adopted in the Committee report.

The Committee decided that in both decisions "the Commission has embarked upon a dangerous and mischievous line of reasoning that anything and everything should be permitted on the air regardless of its conformity to the rules of ordinary decency, to the sensibilities of the listening public or to the possible effect upon the moral standards of the Nation."

On the basis of evidence presented and a study of the law, the Committee firmly concluded that the Scott Decision demonstrated "a dangerous and unwarranted policy of 'thought policing' that has no basis in law."

### FCC Jurisdiction

When the FCC attempts to regulate such matters it is invading the field of legislation and indulging in quasi-judicial legislation on a subject which Congress clearly decided was outside the Communications Act, the Committee determined.

As evidence that their views did not conflict with freedom of speech, the Committee pointed to U. S. Supreme Court ruling in the case of NBC vs US which stated in part:

> Freedom of utterances is abridged to many who wish to use the limited facilities of radio. Unlike other modes of expression, radio inherently is not available to all. That is its unique characteristic, and that is why unlike other modes of expression, it is subject to governmental regulations. Because it cannot be used by all, some who wish to use it must be denied. But Congress did not authorize the Commission to choose among applicants upon the basis of their political, economic, or social views, or upon any other capricious basis.

The Committee expressed the belief that the broadcast of a regular religious worship from a church, cathedral, temple or synagogue did not present a public controversy which in the public interest "requires that time be granted to those who would destroy the Church in America."

Assurances from Commission representatives that dictum in the Scott Decision would not be applied too literally failed to satisfy.

It was felt by the Congressional body that "much of the language of the Scott Decision is unfortunate and the matter can be rectified only by expunging the language of its opinion from the records of the Commission."

Renewal of the regular license of WHAM Rochester, after it had long been held up pending investigation of complaints by atheists, was interpreted by the Committee as a Commission reversal of the Scott Decision. The Committee felt that the agency should clearly indicate its opinion reversal.

"Your Committee," the report said, "is hopeful that remedial action will be taken by the Commission itself, in view of the full facts as developed in the public hearings. If no such action is taken by the Commission, your Committee will propose legislation in the next session of Congress.

"The use of careless words and language in opinions of the FCC is unfortunate. It is a practice that has been indulged in for some time, perhaps under the guidance of the legal division of the Commission. Your Committee does not feel that the public interest is well served by such practice and condemns it."

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# AFM RETREAT?

## Industry Mulls Petrillo Plan

ATTORNEYS for three major recording firms and for the overall transcription industry last Friday were studying AFM President James C. Petrillo's midweek proposal which offered a basis for settlement of the musicians' record ban. At week's end no official comment was forthcoming from the National Labor Relations Board office in New York on the proposal, regarded strongly in many quarters as an 11th hour maneuver to forestall threatened federal court action against AFM.

The timing of Mr. Petrillo's proposal was believed by some industry sources to be more than coincidental. The president of the musicians' union chose to make his offer eight and a half months after he forbade members to play for recordings or transcriptions, and at a moment when an investigation of his union by the NLRB was believed to be nearing completion.

What, if any, effect Mr. Petrillo's proposal might have on the federal agency's investigation, undertaken after several transcription companies had filed a complaint, was not immediately known. Originally the companies had accused the AFM of conducting a secondary boycott and of refusing to bargain. Speculation was rife as to whether the union chief's proposal would alter any findings of NLRB on these grounds.

The NLRB, which has no important enforcement powers of its own, commonly seeks injunctions in federal court against unions which its investigations find to be in probable violation of the law. Although no such action had yet been taken by the NLRB against the AFM, it was considered not unlikely that the agency may have been on the verge of taking it.

The basis of Mr. Petrillo's proposal, issued last Wednesday, was the establishment of a disinterested trustee to collect funds from recording companies and use them to hire otherwise unemployed musicians. This was designed as a circumvention of the Taft-Hartley Law, which prohibits payment of royalties directly to unions by employers.

It was the passage of the Taft-Hartley Law that led to the present musicians' ban on recordings.

Until outlawed by the federal legislation, an agreement existed between the AFM and recording companies which provided the union with a royalty on every record sold. That agreement had been reached only after a long musicians' ban against the companies several years ago. It has been Mr. Petrillo's contention that the widespread use of recordings and transcriptions causes unemployment.

Since imposing the work stoppage last Jan. 1, Mr. Petrillo has made no secret of his hope that a means could be found to continue the royalty arrangement

(*Continued on page 59*)

# STUMP TIME

## Wallace Budget Said To Be $200,000

RELYING on radio to carry their messages to the people, the nation's candidates for President and Vice President threw their campaigns into high gear last week.

Gov. Thomas E. Dewey, Republican Presidential candidate, will broadcast from Drake Stadium in Des Moines, Iowa, today (Sept. 20) over CBS and MBS, 10-10:30 p.m. (EDT).

The initial speech of Gov. Earl Warren, Vice Presidential candidate, was aired last Thursday from Salt Lake City over 165 stations of CBS. The California Governor, off on a 31-day tour, will make 25 major speeches and also 60 platform appearances.

President Truman, who opened his campaign in Detroit Labor Day, was scheduled for another major talk at Dexter, Iowa, last Saturday.

Kenneth Fry, radio director of the Democratic National Committee, told BROADCASTING last Thursday there was no basis for earlier rumors that live broadcasts by the President from Dexter had been cancelled for lack of sufficient funds. President Truman's speech was to be carried by WHO Des Moines from 12 to 12:30 p.m., transcribed and then broadcast at 8:30 p.m. (EDT) last Saturday over the full network of MBS.

Henry Wallace, the Progressive Party's candidate for President, on Sept. 13 started a series of Monday night broadcasts over NBC from 10:30 to 10:45 p.m. His party reputedly will spend about $200,000 for the series, with several New York and Hollywood dramatic broadcasts and an election eve program from New York. The party contemplates no newspaper advertising.

### Dewey Denver Talk

Gov. Dewey's second major address will originate from Denver Tuesday (Sept. 21), according to Ed Ingle, GOP radio director. The speech will be carried over more than 30 stations of the CBS western network and the Don Lee Network, 8:30-9 p.m. (Mountain Standard Time).

Sen. Alben W. Barkley, Democratic nominee for Vice President, will deliver 15 speeches in eight states within the next two weeks, Sen. J. Howard McGrath, chairman of the Democratic National Committee, announced last Thursday.

His opening address was scheduled for delivery last Saturday in Wilkes Barre, Pa.

# Three New Biow Executives Named

### F. K. Beirn, Formerly of D-F-S, Joins Agency Sept. 27

Mr. Swann

Mr. Clyne

Mr. Tyler

Mr. Beirn

BIOW Co., New York, elected three vice presidents, effective immediately, at a recent board of directors meeting, Milton Biow, president of the agency, announced last week.

The three vice presidents are C. Terrence Clyne [BROADCASTING, Sept. 13], Erwin D. Swann and Charles P. Tyler.

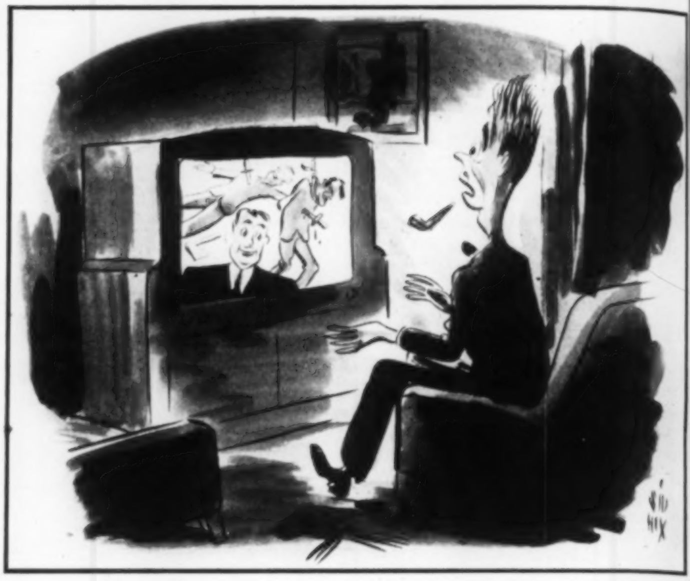
A fourth vice president, F. Kenneth Beirn, who resigned last week from Dancer-Fitzgerald-Sample, New York, as executive manager, will join the agency Sept. 27.

No replacement for Mr. Beirn has been named as yet at D-F-S.

Mr. Clyne, previously with Free & Peters, as vice president, joined the agency in 1947 and is account executive on the Bulova Watch Co. account as well as a member of the agency's plans board in charge of radio and television.

Mr. Swann joined the agency in December 1946, and prior to that was associated with Dancer-Fitzgerald & Sample. He is account executive on Schenley Distillers.

Mr. Tyler joined Biow Co. in December 1947 and before that was with J. Walter Thompson Co. He is the account executive on Philip Morris & Co. Ltd.



Drawn for BROADCASTING by Sid Hix

*"This has been a presentation of Smoothy, the hair oil that gives you the well-groomed look."*

# MERCHANDISING PLAN SET UP BY COLUMBIA

COLUMBIA Records' dealers and distributors will join in a "9-Point Merchandising Plan" to be initiated by the firm in October and to continue through November on behalf of Columbia's long-playing Microgroove Records.

The plan is described as including radio chain breaks, co-operative newspaper advertising, a window display contest with $1,000 in savings bonds offered for the best tie-in displays, a direct mail campaign, telephone solicitation, point of sale material, free service from magazines, and trade journal advertising.

In addition, Columbia Records will run full-page advertisements for its L-P records in 10 magazines.

L-P record commercials have already been launched on WQXR New York, music-news stations.

# Will Whitmore to Head AT&T Radio Advertising

WILL WHITMORE, Western Electric Co. advertising manager, has been named radio advertising manager of American Telephone & Telegraph Co., effective Sept. 14. Mr. Whitmore will be replaced at Western Electric by W. M. Reynolds, the firm's publications manager.

Mr. Whitmore joined Western Electric in 1929. Mr. Reynolds entered Bell System same year.

Mr. Whitmore

Mr. Reynolds

# SUMMER SLUMP

## July Network Figures Down

A SUMMER SLUMP in time sales by the four major networks last July was noted in tabulations released last week to BROADCASTING by Publishers Information Bureau.

Total gross time sales on the major networks in July were $13,223,466, as compared with June figures of $15,631,141. The total gross value of time sold on the networks through July this year is $115,307,811.

Food and food products continued to lead all other products in the amount of network time purchases, with $2,849,153 in July. Toiletries and toilet goods, the next largest spender, was $2,055,146.

Network gross by product groups:

| | | July 1948 | Jan-July 1948 |
|---|---|---|---|
| 1. | Agriculture & Farming | $ 119,188 | $ 859,377 |
| 2. | Apparel, Footwear & Accessories | 81,842 | 832,055 |
| 3. | Automotive, Automotive Accessories & Equipment | 370,371 | 4,389,927 |
| 4. | Aviation, Aviation Accessories & Equipment | -------- | -------- |
| 5. | Beer, Wine & Liquor | 81,298 | 714,644 |
| 6. | Building Materials, Equipment & Fixtures | 2,350 | 563,357 |
| 7. | Confectionary & Soft Drinks | 555,700 | 4,384,457 |
| 8. | Consumers Services | 139,239 | 1,477,788 |
| 9. | Drugs & Remedies | 1,709,939 | 13,420,795 |
| 10. | Entertainment & Amusements | -------- | -------- |
| 11. | Food & Food Products | 2,849,253 | 27,844,857 |
| 12. | Gasoline, Lubricants & Other Fuels | 435,458 | 3,436,593 |
| 13. | Horticulture | -------- | 98,946 |
| 14. | Household Equipment & Supplies | 718,306 | 4,915,753 |
| 15. | Household Furnishings | 120,585 | 775,386 |
| | | 1948 July | 1948 Jan-July |
| 16. | Industrial Materials | 24,162 | 1,028,762 |
| 17. | Insurance | 336,393 | 2,522,390 |
| 18. | Jewelry, Optical Goods & Cameras | 58,156 | 443,539 |
| 19. | Office Equipment, Stationery & Writing Supplies | 204,511 | 1,535,801 |
| 20. | Political | -------- | 2,295 |
| 21. | Publishing & Media | 121,822 | 957,072 |
| 22. | Radios, Phonographs, Musical Instruments & Accessories | 48,100 | 1,014,158 |
| 23. | Retail Stores & Shops | -------- | -------- |
| 24. | Smoking Materials | 1,531,895 | 11,875,525 |
| 25. | Soaps, Cleansers & Polishers | 1,472,621 | 11,404,563 |
| 26. | Sporting Goods & Toys | -------- | -------- |
| 27. | Toiletries & Toilet Goods | 2,055,146 | 19,266,218 |
| 28. | Transportation, Travel & Resorts | -------- | -------- |
| 29. | Miscellaneous | 187,131 | 1,543,553 |

Source: Publishers Information Bureau.

# NBC CODE

## Details Set for Sun Valley

A REVISED code of standards and practices for NBC, reported to be stricter in some sections than the NAB code, will be announced to NBC affiliates at their second annual convention at Sun Valley, Idaho, this week.

The code will not pertain to local practices of NBC affiliates but only to network operations, it was said. It will be announced probably on the second day of the convention which runs Sept. 22-25.

Mr. Trammell

An address by Niles Trammell, NBC president on "The Economic Future of AM, FM and TV" will feature the opening session of the convention.

The convention's first morning session, Sept. 22, will include a call to order by Easton C. Woolley, vice president in charge of station relations; Mr. Trammell's address; a report by Paul W. Morency, of WTIC Hartford, chairman of the NBC stations planning and advisory committee; discussions of programming by Ken R. Dyke, administrative vice president, Thomas C. McCray, national program director, and Sterling Fisher, manager of the Public Affairs Dept.; report on election coverage by William F. Brooks, vice president in charge of news, special events and international affairs; reports on daylight saving time operations and AM-FM duplication by Mr. Woolley.

Charles R. Denny, executive vice president, will speak at the luncheon Sept. 22.

The afternoon of the first day will be devoted to an affiliates meeting conducted by SPAC with Mr. Morency presiding, assisted by Richard Mason, WPTF Raleigh, 2nd district; Milton Greenebaum, WSAM Saginaw, Mich., 3rd district; Wiley P. Harris, WJDX Jackson, Miss., 4th district; John J. Gillin Jr., WOW Omaha, 5th district; Martin B. Campbell, WFAA Dallas, 6th district; S. S. Fox, KDYL Salt Lake City, 7th district, and H. Quenton Cox, KGW Portland, Ore., 8th district.

### Wednesday Evening

Cocktails and an outdoor barbecue are planned for the evening.

The morning session of the second day includes a report on research activities by Hugh M. Beville Jr., director of research; a report on radio's improving public relations by Sydney H. Eiges, vice president in charge of press, and a report on promotion by James Nelson, director of advertising and promotion. The NBC promotional motion picture, *Behind Your Radio Dial*, will be shown by Mr. Nelson. No afternoon or evening meetings are scheduled Sept. 23.

The morning session on Sept. 24 will be devoted to television. Sidney N. Strotz, administrative vice president in charge of television and the Western Division, will speak on the administrative problems of a television network; William S. Hedges, vice president in charge of planning and development, will discuss the economic basis for a television network; Harry C. Kopf, administrative vice president in charge of sales, will speak on the sales outlook for television.

Panel discussions under the chairmanship of Noran E. Kersta, executive assistant to Mr. Strotz, will follow. Participants and their subjects will be: Harry Bannister, WWJ-TV Detroit, "Operating a Major Markets Station"; Walter J. Damm, WTMJ-TV Milwaukee, "Short Cuts to Save Money"; Robert S. Peare, vice president of General Electric, R. V. Tooke, of Philco Corp., and Harold Burke, WBAL-TV Baltimore, all speaking on "Operation of an Interconnected Affiliate"; and Robert E. Dunville, WLWT Cincinnati, A. H. Kirchhofer, WBEN-TV Buffalo, and Stanley Hubbard, KSTP-TV Minneapolis-St. Paul, all speaking on "Operation of a Non-interconnected Affiliate."

Mr. Denny

Mr. Morency

Carleton Smith, director of NBC television operations, will speak on program sources. O. B. Hanson, vice president and chief engineer, will discuss technical aspects of TV. No business sessions are scheduled in the afternoon and evening of Sept. 24.

The morning session of the closing day, Sept. 25, is reserved for informal discussion with affiliates. Mr. Trammell will speak at luncheon that day.

## NBC Sun Valley Agenda

**Wednesday, Sept. 22**

**Morning Session (Closed meeting—NBC and NBC affiliates only)**

| | | |
|---|---|---|
| 8:00—10:00 a.m. | Registration—Entrance to Opera House | |
| 10:00—10:05 a.m. | Call to order | Easton C. Woolley |
| 10:05—10:30 a.m. | The Economic Future of AM, FM and TV | Niles Trammell (presiding officer) |
| 10:30—10:45 a.m. | Report of chairman of SPAC | Paul W. Morency |
| 10:45—11:45 a.m. | Programming | |
| | 1. Programming for Profit | Ken R. Dyke |
| | 2. Want to Buy an Audience? | T. C. McCray |
| | 3. College by Radio | Sterling Fisher |
| 11:45—12:00 Noon | Election Coverage | William F. Brooks |
| 12:00—12:30 p.m. | Reports on Daylight Saving Time Operation and AM-FM Duplication | Easton C. Woolley |
| 1:00 p.m. | Luncheon (On terrace overlooking skating rink)<br>Speaker—NBC Television 1949—Charles R. Denny | |

**Afternoon Session**

| | |
|---|---|
| 3:00—5:00 p.m. | (Closed meeting—Affiliated stations only;<br>Conducted by Stations' Planning & Advisory Committee)<br>1st District—Paul W. Morency, Chairman, Presiding, WTIC Hartford<br>2nd District—Richard Mason, WPTF Raleigh<br>3rd District—Milton Greenebaum, secretary, WSAM Saginaw<br>4th District—Wiley P. Harris, WJDX Jackson<br>5th District—John J. Gillin Jr., Vice Chairman, WOW Omaha<br>6th District—Martin B. Campbell, WFAA Dallas<br>7th District—S. S. Fox, KDYL Salt Lake City<br>8th District—H. Quenton Cox, KGW Portland, Ore. |

**Evening**

| | |
|---|---|
| 6:00 p.m. | Cocktails and outdoor barbecue at Trail Creek<br>(Transportation will be provided by bus) |

**Thursday, Sept. 23**

**Morning Session (Closed meeting—NBC and NBC affiliates only)**

| | | |
|---|---|---|
| 10:00—11:30 a.m. | Discussion from floor (Subjects developed in affiliates' closed meeting) | |
| 11:30—11:50 a.m. | Research Activities<br>(Open to press and ladies) | Hugh M. Beville Jr. |
| 11:50 a.m.—12:10 p.m. | Radio's Improving Public Relations | Sydney H. Eiges |
| 12:10—12:40 p.m. | Promotion<br>1. Parade of Stars and NBC Workshop<br>2. The NBC Motion Picture "Behind Your Radio Dial" | James Nelson |
| 1:00 p.m. | Luncheon—Terrace | |

(Continued on page 62)

# WRS Stratovision Request Is Denied

### FCC Refusal, However, Concedes Need for Consideration

FCC last week denied Westinghouse Radio Stations' request for rule-making proceedings to set up standards recognizing Stratovision, simultaneously rejecting the WRS bid for changes in allocations to accomodate Stratovision on Television Channel 8 at Pittsburgh.

The Commission ruled, however, that the question of rules and standards for airborne television is appropriate for consideration in the high-band television hearing which gets under way today (Monday), and pointed out that Westinghouse already has reserved six hours of this proceeding for testimony on its Stratovision system.

The order made clear that FCC does not intend to entertain a Westinghouse request for Stratovision on Channel 8 at Pittsburgh until after it has the current channel-reallocation proceeding, from which Stratovision testimony was excluded earlier on grounds that adequate notice of all the changes had not been given [BROADCASTING, Aug. 2].

### Channel 8 Petition

The new petition for Channel 8, FCC ruled, "constitutes in effect a request for reconsideration of the Commission's action in excluding petitioner's exhibit from the record in the [general channel reallocation] hearing." FCC also rejected Westinghouse's request that pending hearings be continued and action withheld on any authorization which might conflict with the petition.

If Westinghouse re-files after the current channel hearings have been completed, the petition will still be subject to the rule-making procedure.

The company had estimated that its proposed Stratovision station, if protected to the 500 microvolt contour, could bring television to 6,000,000 persons who otherwise would not receive 5,000-microvolt signals even if all the ground stations envisioned in FCC's allocations table were in operation [BROADCASTING, Aug. 16].

## Sun Valley Registration

**NBC**

Niles Trammell, William S. Hedges, William F. Brooks, Ken R. Dyke, Thomas C. McCray, Sydney H. Eiges, Thomas E. Knode, Charles P. Hammond, O. B. Hanson, Harry C. Kopf, Clay Morgan, John F. Royal, Noran E. Kersta, I. E. Showerman, Sidney Strotz, H. M. Beville, Jr., James M. Gaines, Sterling Fisher, Carleton D. Smith, Charles R. Denny, James H. Nelson, Gustav B. Margraf, Lloyd E. Yoder, Thomas B. McFadden, John McCormick, J. Robert Meyers, Homer Canfield, Howard Wiley, William R. McAndrew, John W. Elwood, Lewis Frost, Russ Johnston, Easton C. Woolley, Sheldon B. Hickox, Jr., Burton M. Adams, E. B. Lyford, John T. Murphy, Carl M. Watson, A. W. Kaney, Jennings Pierce, S. H. Coons, Sidney Desfor, Roy Norr,

(Continued on page 72)

# FM AND FMA

## Convention to Chart Their Future

By J. FRANK BEATTY

FM ASSN. will decide next week where it will go next.

With some 250 delegates already registered for the Sept. 27-29 convention at the Hotel Sheraton, Chicago, the FM segment of the industry—650 operating outlets plus manufacturer and related interests—will go right to the fundamentals of the future of FM and FMA.

Four main courses have been discussed by FMA directors and members: First, expand the scope of the association's operations; second, narrow down to a purely promotional enterprise; third, close shop and try something new; fourth, work out a cooperative setup with NAB.

Of the four, No. 2 has the support of most FMA board members, according to Everett L. Dillard, WASH Washington, retiring president. Mr. Dillard is not a candidate for reelection.

● Possible outcome—Drive to raise $50,000 to start widespread FM promotion through FMA. This was the original budget goal in 1947 when FMA was born, but the association has operated on perhaps half this amount.

A three-day agenda has been drawn up by C. M. Jansky Jr., FMA program committee chairman, and Bill Bailey, FMA executive director (see agenda this page). Featured speaker will be Wayne Coy, FCC chairman, who is expected to discuss the future of FM from a regulatory standpoint [CLOSED CIRCUIT, Sept. 13].

### Sunday Session

An FMA by-laws committee will submit a series of recommendations at the board's pre-convention meeting, to be held at 10 a.m. next Sunday. These recommendations, it is understood, would specify that manufacturers have at least three board members and would give the paid executive director more freedom of action. The new board will meet Sept. 29, final convention day. Six board vacancies will be filled by the FMA membership.

"The question of greatest importance at the convention," Mr. Dillard said, "is to consider the course FMA should follow as FM emerges from its technical developmental stage into a nationwide commercial business.

"There will be a lot of discussion whether FMA should broaden its functions to encompass those of a general trade association. It appears at this time that the majority sentiment of FMA members is opposed to activities beyond the original promotional purposes. And the sentiment of board members is practically unanimous against abolition of FMA, though many feel it should be confined to promotion and fighting the battles of FM.

"There is practically no objection in the FMA board to performance of trade association functions by NAB and there is opposition to supporting two general trade associations with closely paralleling functions."

### Functional Trend

Mr. Dillard, a member of the NAB board representing FM (B) stations, observed that the functional trend within NAB is constantly growing. He reminded that the NAB board is dominated by directors who have FM operations. Furthermore, the FMA board of 15 has seven directors who also have AM operations.

He said he had no definite views on long-range proposals that one overall trade association serve AM, FM and TV, with separate divisions for each type of membership, but pointed out that FM could not possibly support a separate trade association service at this stage of its commercial development.

Mr. Dillard said FM is now a nationwide operation, with a large number of consumers getting strong signals. "Within a month or so at least four FM stations will be operating with over 250,000 w. FM owners now have a big investment in equipment and are vitally interested in making FM pay."

The program duplication issue will be another live topic at the convention, he said, recalling that this duplication is usually a bonus to advertisers. As FM becomes more important, many stations will quit giving away their service he feels, agreeing duplication has attracted listeners and served as a promotion. Many daytime AM stations would be better off in FM if they had set circulation in their area, he added.

"Introduction of FM-only sets is an extremely important development in FM's history," Mr. Dillard said. "On top of that must be placed the large number of TV sets having FM circuits. Of about 180 TV models now on the market, 80 have FM band reception (50 with AM also); 91 have TV only; five have AM and TV without FM.

"The industry has suddenly discovered that 75% of FM stations are AM operated, with only 25% exclusively FM. This means that the weight of the AM broadcaster is an extremely important factor. Of the 75% a considerable number are genuinely interested in FM, with the others taking it out as insurance.

"Duplication of programs has done a lot for FM from a program standpoint and has attracted many AM broadcasters into FM. Dual call letters have been the best promotion of all for FM. As an association, FMA has no official stand on program duplication but the issue will be an explosive one at the convention.

"A very vital subject will be what is being done to promote FM to the advertiser and how to produce for the advertiser.

"FMA has had more than a promotional policy. The public and the advertiser must be sold on advantages. FMA's membership must be expanded. FMA will do its best job if it fights the battles of FM. This does not preclude any other agency from doing necessary jobs."

Mr. Dillard said he is not candidate for reelection, being too busy with his consultant business and operation of two FM stations (WASH Washington and KOZY Kansas City). He favors one-year terms for the FMA presidency, with reelection barred.

The three-day FMA agenda opens Monday with talks by Messrs. Dillard and Bailey on FMA operations, followed by the report of the nominating and by-laws committees. These are expected to start the fireworks.

### Coy to Speak at Luncheon

Chairman Coy will speak at the Monday luncheon. Retail and dealer topics are slated for the afternoon, followed by a promotion discussion. Tuesday's program includes transit radio, storecasting and agency discussions. Bond Geddes, RMA executive vice president, was to have spoken at the Tuesday luncheon but will be unable to attend because of a recent operation.

Full session covering facsimile's "important role in the success of FM broadcasting" will be held, according to Mr. Jansky. Slated for 3 p.m. Tuesday, the session is titled "FM-Facsimile as a Money Maker" and will be in charge of John V. L. Hogan, president of Radio Inventions, Faximile developers.

Mr. Hogan will open the session with a discussion titled "Faximile—A Progress Report." Samuel Insull Jr., vice president of Stewart-Warner Corp., will discuss "The Manufacturer's Stake in Facsimile." Elliott Crooks, vice president of Radio Inventions, will speak on "Profitable FM-Fax Operations," and F. R. Meyer, Mr. Insull's assistant, will take up "The Facsimile Market."

Wednesday's program includes talks on FM networking, recording and antenna sites. A program will follow, with the touchy duplication topic slated for a working over.

Awards for contest winners will be presented at the luncheon. General discussion is slated for the afternoon. The new board will meet at 4 p.m. It is expected to elect association officers and discuss FMA administrative affairs.

## Tentative Agenda for FMA Sessions

**MONDAY SEPT. 27, 1948**

8:00 a.m.—Registration
9:30 a.m.—Call to order, Marion Claire, WGNB Chicago, Convention Chairman.
Introduce C. M. Jansky Jr., chairman, Agenda Committee, who will preside.
9:45 a.m.—Everett L. Dillard, president (10 minutes).
9:55 a.m.—Bill Bailey, Executive Director, "FMA—Past and Future"
10:30 a.m.—Report of Nominating Committee, Matthew H. Bonebrake, KOCY-FM Oklahoma City.
Nominations from the floor.
11:00 a.m.—Report of By-Laws Amendments Committee, Thomas F. McNulty, WMCP Baltimore.
Discussion.
12:30 p.m.—Luncheon. Marion Claire, toastmistress.
Wayne Coy, Chairman, FCC, speaker.
2:30 p.m.—E. Z. Jones, WBBB-FM Burlington, N. C., presiding.
Clif Simpson, managing director, National Electrical Retailers Assn.
Mortimer H. Fogel, New York dealer.
Sen. Elmer Wene, owner, WSNJ-FM Bridgeton, N. J.
4:00 p.m.—J. E. Brown, Zenith Radio Corp., "Good Low Cost Sets a Necessity."
4:15 p.m.—Promotion.

**TUESDAY, SEPT. 28**

8:00 a.m.—Registration.
9:30 a.m.—Call to Order, Marion Claire.
9:35 a.m.—Transit Radio—Hulbert Taft Jr.
Discussion.
10:00 a.m.—Storecasting—Stanley Joseloff, President, Storecast Corp. of America.
Discussion.
10:30 a.m.—"The Agency and FM"—Ken Godfrey, AAAA.
10:50 a.m.—Discussion.
11:15 a.m.—Sales panel, led by M. Robert Rogers, general manager WQQW-FM Washington.
12:30 p.m.—Luncheon.
Speaker representing RMA.
2-6 p.m.—Polls open for balloting on directors and amendments.
2:30 p.m.—Educational FM—Rev. R. F. Grady, founder and former director of WFUV, Fordham U.
3:00 p.m.—FM-Facsimile As a Money Maker.
John V. L. Hogan, "Faximile—a Progress Report."
Samuel Insull Jr.—"The Manufacturer's Stake in Facsimile."
Elliott Crooks—"Profitable FM-FAX Operations."
F. R. Meyer—"The Facsimile Market."
5:00 p.m.—Recess.
7:30 p.m.—Second Annual Banquet. Everett L. Dillard, toastmaster.
Speaker—Dr. E. H. Armstrong; Spokesman for Military Forces.

**WEDNESDAY, SEPT. 29**

9:30 a.m.—FM Networks.
(a) "Bell System Network Facilities for FM Stations," H. R. Huntley, Toll Transmission Engineer, AT&T.
(b) "Rural FM Network," R. B. Gervan, general manager, Rural Radio Network.
(c) Relays—George Mayoral, WRCM New Orleans.
(d) Magnetic Tape Recordings—Col. R. H. Ranger, Rangertone Inc.
Discussion.
11:00 a.m.—"Antenna Locations, Efficiency and Coverage," Glenn D. Gillett, consulting engineer, Washington.
"Diplexing and Multiplexing FM and TV," Fred Weber, vice president, WDSU-FM New Orleans.
11:30 a.m.—Program forum, Dr. M. C. (Tex) Faught, moderator.
Rev. R. F. Grady, S.J., former director, WFUV Fordham U., "Programming an Educational FM Station."
This forum to cover duplication, independent programming, etc.
Henry Weber, WGN Chicago, "Music on FM."
12:30 p.m.—Luncheon.
Presentation of awards in FM promotion, slogan, newspaper and dealer cooperation contests.
2 p.m.—General discussion.
4 p.m.—Board of Directors meeting.

# CBS EXPANDS TV

## Adds Outlets in 5 Cities

FOLLOWING up its midsummer announcement of future TV network expansion [BROADCASTING, Aug. 9], CBS last week reported the addition of five new TV affiliates, which will receive the network's video program service via kinescopic films pending the completion of connections by coaxial cable or radio relay links.

Three of the new CBS-TV outlets are Fort Industry stations—WJBK-TV Detroit, which is due to begin operations Oct. 24; WAGA-TV Atlanta, set to start about Dec. 1; WSPD-TV Toledo, already operating. WJBK-TV and WAGA-TV will be "primary" affiliates, CBS reported. WSPD-TV, already affiliated with NBC and ABC, is adding CBS as a third network affiliation.

WTMJ-TV Milwaukee, which some months ago became an NBC TV affiliate as WTMJ is an AM affiliate of NBC, is now also hooked up with CBS and ABC under working agreements which, like that with NBC, run concurrently to April 26, 1949. Fifth new CBS outlet, effective Oct. 1, will be WEWS Cleveland, with which CBS announced a "primary station agreement" to receive "the full program service of CBS-TV, similar to that now offered by WCBS-TV, Columbia television's flagship station in New York."

This is somewhat difficult to understand, as ABC last week announced the signing of WEWS as a "full TV affiliate" effective Sept. 20, to receive ABC's midwestern video program service via the new regional network setup whose programs originate at WENR-TV, ABC owned and operated TV station in Chicago. WEWS also has an agreement with DuMont for TV program service.

The whole TV network picture is none too clear, however, due largely to a few basic facts. First, only a very few cities have enough TV stations to provide an individual outlet for each network. Next, limited TV network facilities, shared among the various networks, make it easy for a station to receive programs from a number of networks without many conflicts. The same FCC restrictions on exclusive affiliation apply to TV as to AM radio, making it illegal for any network to enforce an exclusive affiliation.

Finally, the high costs of constructing and operating a television station and the difficulties of local programming mean that there will be no profit for several years at best, so that any TV broadcaster is understandably anxious to get programs, particularly sponsored programs, from as many sources as possible.

Multiple affiliations, agreements, working arrangements or whatever name one wishes to use, between TV stations and networks, may be expected to continue and multiply for some years to come, at least until there is a supply of stations and network facilities adequate to afford full time individual service to four or more networks.

The following table is based on information received from the four TV network headquarters in New York late last week, covering contracts with stations now operating or due to begin operations in the near future:

Atlanta—WAGA-TV (CBS); WSB-TV (NBC).

Baltimore—-WAAM (ABC); WBAL-TV (NBC); WMAR-TV (CBS, DuMont).

Boston — WBZ-TV (NBC); WNAC-TV (ABC, CBS, DuMont).

Buffalo — WBEN-TV (NBC, ABC).

Chicago—WBKB; WENR-TV* (ABC); WGN-TV (DuMont); WNBQ* (NBC).

Cincinnati—WLWT (NBC).

Cleveland—WEWS (ABC, CBS, DuMont); WNBK* (NBC).

Detroit — WJBK-TV (CBS); WWJ-TV (NBC); WXYZ-TV* (ABC).

Fort Worth—WBAP-TV (ABC, NBC).

Los Angeles — KECA-TV* (ABC); KTLA; KTSL (DuMont); KTTV (CBS).

Louisville—WAVE-TV (ABC, NBC).

Milwaukee—WTMJ-TV (ABC, CBS, NBC).

Minneapolis—KSTP-TV (NBC); WTCN-TV (ABC).

New Haven—WNHC-TV (DuMont).

New Orleans — WDSU-TV (ABC).

New York—WABD* (DuMont); WATV; WCBS-TV* (CBS); WJZ-TV* (ABC); WNBT* (NBC); WPIX.

Philadelphia — WCAU-TV (CBS); WFIL-TV (ABC, DuMont); WPTZ (NBC).

Richmond—WTVR (NBC).

St. Louis—KSD-TV (CBS, NBC).

St. Petersburg—WSEE (ABC).

Salt Lake City—KDYL-TV (NBC).

San Diego—KFMB-TV (ABC).

San Francisco — KGO-TV* (ABC).

Schenectady—WRGB (NBC).

Toledo—WSPD-TV (ABC, CBS, NBC).

Washington—WMAL-TV (ABC, CBS); WNBW* (NBC); WTTG* (DuMont).

*Network owned and operated stations

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## TV FOR CONGRESS

### Plans Shaping Up for Cameras 'n the House

PLANS are now "in the rough" for physical changes to permit a variety of television camera positions in the House of Representatives, it was learned last week.

Arthur E. Cook, assistant architect of the Capitol, said changes have been authorized to improve accommodations for television, still and newsreel cameramen in the House, where joint sessions of Congress are held. Authorization for the alterations was granted about two years ago, but final approval must be given by a special committee.

# NBC MIDWEST TV

## Network Starts Tonight

NBC's midwest television network will open tonight, with WBEN-TV Buffalo, WSPD-TV Toledo, WWJ-TV Detroit, WTMJ-TV Milwaukee and KSD-TV St. Louis expected to participate. This announcement was made Thursday in Chicago after a conference of NBC officials, called by Executive Vice President Charles A. Denny, to work out details for the premiere.

The inaugural date is the same set for the debut of ABC's midwest network, but NBC officials doubt whether ABC's premiere program will be televised over NBC's Buffalo, Toledo, Milwaukee and St. Louis TV stations as forecast last month by Paul V. Mowrey, ABC's director of television [BROADCASTING, Aug. 23].

Instead, they expect all four stations—WBEN-TV WSPD-TV WTMJ-TV and KSD-TV—to air the three-hour NBC inaugural. This would leave the ABC network only WENR-TV Chicago and WEWS Cleveland, and, after Oct. 9, WXYZ-TV Detroit.

"However, it is up to the separate station managements to say," observed I. E. Showerman, vice president in charge of NBC's Central Division. "Our affiliates can take programs from whatever network they choose."

BROADCASTING learned from a reliable source that George Burbach, general manager of KSD-TV St. Louis, stated flatly at the Denny meeting that he would take only NBC programs, with the possible exception of major events. However, Walter Damm, general manager of WTMJ-TV Milwaukee, E. Y. Flanigan, vice president of WSPD-TV, and Alfred H. Kirchhofer, vice president of WBEN-TV, were not so outspoken.

Others who attended the NBC meeting were O. B. Hanson, vice president in charge of engineering; William S. Hedges, vice president in charge of planning and development; Carleton Smith, TV manager for the network; Jules Herbuveaux, Central Division TV chief; Howard Luttgens, Central Division chief engineer, and Mr. Showerman. Harry Bannister, general manager of WWJ-TV Detroit, kept in telephone consultation with the session.

Tonight's NBC program will consist of "three hours of outstanding entertainment" with much of the studio-originated material coming from St. Louis, it was announced. KSD-TV will open with a 30-minute series of interviews highlighted by the appearance of Niles Trammell, NBC president. Following hour will be devoted largely to film previews of forthcoming television features to be carried on the network.

The next half hour will present salutes to the network from each of the local stations, and the finale from 9 to 10 p.m. will find program turning back to St. Louis for an "all-out presentation of top entertainment."

It was announced that WNBQ Chicago and WNBK Cleveland will join the network in the near future.

## FCC Affirms FM Low Band Ruling

### Commission Denies the Request Of Maj. Armstrong, FMA

FCC last week refused to reconsider or modify its decision not to allocate part of the 44-50 mc band to FM and to require FM stations now operating in that region to vacate it by Dec. 31 [BROADCASTING, May 10].

Prof. Edwin H. Armstrong, FM inventor, had asked the Commission to reopen the record and reconsider its decision, and FM Assn. had asked that FM stations be given until Dec. 31, 1950, to discontinue 44-50 mc operations.

With Comr. Robert F. Jones dissenting and Comr. Paul A. Walker not participating, the Commission denied both requests, declaring:

> **. . . The compelling reason for the Commission's determination was that the public welfare and national security require that the fixed and mobile services engaged in safety and special services be allocated the frequencies in the 44-50 mc band at the earliest possible date.**
>
> **The burden of petitioners' argument is that the FM service needs a portion of the frequencies in question for relay purposes. Petitioners do not purport to argue that the safety and special services do not need the frequencies, nor that the needs of the latter service are not, as found by the Commission, greater than that of the FM service. In our view, the latter consideration is determinative of this allocation problem . . .**

The 44-50 mc band is the former television Channel 1, and before that was part of the old FM "low band." When the frequencies were reallocated from television to safety and special services, 24 FM stations were still operating in that area, though most of them were operating also in the high band.

Under FCC's order, they may continue in the 44-50 mc band "until Dec. 31, 1948, or until a suballocation of this band to the fixed and mobile services has been made final and effective by the Commission, whichever date is earlier." FCC pointed out that "as early as July 1945 the Commission gave notice that further FM broadcast operation in the 42-50 mc band was temporary for existing licensees pending conversion to the new band."

## Bamberger TV Engineer Post Goes to N. F. Smith

NEWLAND F. SMITH, formerly engineering supervisor in charge of television systems for RCA, has been appointed television facilities engineer for WOR-TV New York and WOIC Washington, video stations of the Bamberger Broadcasting Service. Mr. Smith will be responsible for the installation and maintenance of equipment, studios and transmitter buildings for the TV stations, both now under construction.

WOIC expects to have a test pattern on the air in December and to begin operations in January; WOR-TV plans to get on the air by March.

# WENR-TV

## 5-Hour Inaugural Show Heralds New Outlet

A BATTERY of Klieg lights rivalling that of any opening in the history of Chicago illumined Civic Opera Bldg. Friday night for the inaugural of ABC's newest television station, WENR-TV, Channel 7.

Illinois Lieutenant Governor Hugh Cross, Chicago's Mayor Martin Kennelly and distinguished Protestant, Catholic and Jewish figures joined with ABC Chairman Edward J. Noble, President Mark Woods, and network stars in making the premiere equal to that five weeks ago of WJZ-TV New York, ABC's key television station in the East.

An invited audience of 800 witnessed the staging of telecasts from WENR-TV's Civic studio while nearly 100 special guests saw the five-hour show projected on screens in the plush Electric Club atop the Civic Opera Bldg.

The inaugural started at 7 p.m. with talks by visiting dignitaries and network officials. Mr. Noble restated the network's creed—"To bring into your homes the kind of programs we would want in our own homes, to use television with dignity, with skill, with honesty and care."

From 7:30 until 9:30, WENR-TV offered a preview of video features which are expected to become regular entertainment fare for Chicago televiewers. The lineup included *Candid Microphone*, an established hit in the East; *Hollywood Screen Test;* ABC's *Breakfast Club*, a fast-paced amateur program, and *Ladies Be Seated*, the popular audience participation feature that duplicated its radio success in television under ABC auspices in 1945.

At 9:30 the WENR-TV mobile unit trained its battery of cameras on exhibits at the National Television and Electrical Living Show at Chicago's Coliseum showing latest developments in radio, television and other phases of applied electronics.

From 10 to 11 the scene shifted back to the station's new Civic Studio where a galaxy of stage, screen and radio stars appeared before the video cameras. A partial list of those participating includes Victor Borge, Ginny Simms, Jerry Colonna, tenor Clark Dennis, Three Dinning Sisters, Harmonicats, four-year-old piano prodigy Margaret Harris, The Honey Dreamers, The Szonyis, European dance team appearing for the first time in the U. S., and an orchestra under the direction of Rex Maupin, director of music for ABC's Central Division.

The program was climaxed with a performance of George Gershwin's "Rhapsody in Blue" conducted by Paul Whiteman, with Earl Wild at the piano.

WXYZ-TV Detroit, ABC's second Midwest TV station, is scheduled to open Oct. 9. (See story page 67). Near the close of the year the network hopes to launch KECA-TV Los Angeles and KGO-TV San Francisco.

## SMEBY JOINS NAB ENGINEERING DEPT.

LYNNE C. SMEBY, consulting engineer, has been retained by NAB as consultant to its Engineering Dept. He is serving during absence of Royal V. Howard, department director.

**Mr. Smeby**

A former NAB engineering director, Mr. Smeby is taking on the added duties while Mr. Howard attends the Mexico City preparatory sessions in advance of the high-frequency broadcast conference slated to open in October.

Neal V. McNaughten, assistant director of the NAB department, leaves at the end of the month to become manager of technical operations of the *Philadelphia Inquirer* stations—WFIL and its TV and FM adjuncts [BROADCASTING, Sept. 13].

## Dewey Reiterate Free Radio Stan

### Governor Praises WHN at Fe Celebrating Switch to WMGM

GOV. Thomas E. Dewey, Ne York, said last week that radi and press "need no censorship an can be trusted to guide themselve by the canons of public interes and good taste."

The GOP Presidential nominee' remarks were part of a congratulatory message to WMGM Ne York on a special program broadcast in celebration of the station' change in call letters from WHN.

Mr. Dewey complimented the station on its growth in the quarter-century it has been on the air, and said "this progress has been achieved by American methods, by methods inherent to our enterprise system."

"The directors of WHN have shown, like American editors generally, that they need no censorship and can be trusted to guide themselves by the canons of public interest and good taste, and I congratulate them on their fine contribution to our community life," he said.

Mayor William O'Dwyer, of New York, cited the station for its "splendid sense of public service and community understanding."

The three-hour program, broadcast Wednesday 8-11 p.m., originated in New York and Hollywood. An hour of the program featured stars of Metro-Goldwyn-Mayer, parent company of the station, from Hollywood studios.

## Stone Heads AP's Radio Group in Northwest U. S.

LOREN STONE, KIRO Seattle, heads the new Washington-North Idaho - Alaska Associated Press Radio Members Assn., organized Sept. 13 at Spokane, Wash. Murlin Spencer, chief of AP's Seattle bureau, was elected secretary.

Creation of a continuing study committee, the members to be named later, was authorized.

John W. Kendall, president of KWWB Walla Walla, Wash., presided over the organization meeting.

# LABOR COSTS

## District 15 Hears Warning

SAGE COUNSEL on labor problems was given some 80 broadcasters attending the Thursday-Friday meeting of NAB District 15 in San Francisco by Richard P. Doherty, NAB director of employe-employer relations. The meeting wound up the second series in the NAB district circuit.

At a meeting chairmaned by Clyde Coombs, KARM Fresno, district employe-employer chairman, Mr. Doherty suggested broadcasters play their cards close to the belt in negotiations. He frowned on across-the-board talent fees sometimes demanded by AFRA and said some stations are too lenient in granting talent fees.

"Broadcasters should have the answer on how much they can afford for labor," Mr. Doherty said. "They should take some standard to establish their labor costs, principally by determining what the relation of labor costs should be to the entire operating cost of the station." He added that 50 cents of every dollar spent by the average station is paid to labor, with management underpaid in comparison to other industries.

The district meeting was called to order by William B. Smullin, KIEM Eureka, district director. Opening speaker was Don Petty, NAB general counsel, who reviewed editorializing, political broadcasts, controversial issues, libel and slander, state radio taxation, zoning problems and legislative trends. He warned that many states are looking for new ways of taxing radio.

NAB President Justin Miller reviewed overall NAB activities.

# DISTRICT 16 L. A., Spokane Meetings DISTRICT 17

By RALPH TUCHMAN

SELF-REGULATION and industry leadership will make the code a reality, Judge Justin Miller, NAB president, advised the registrants at the NAB 16th District meeting in Los Angeles, Sept. 14-15.

Judge Miller advised the group that the first step was writing the code. He said the next move would be a clear definition of terms, and the final step putting the standards to work. He insisted that the only road was the voluntary road of adoption in the best interest of the industry rather than an attempt to establish enforcement machinery. If it fails to accomplish a self-policing policy, he said, radio will only invite the investigation of federal agencies and/or militant pressure groups such as educators.

In the main, Judge Miller reviewed his term in office and the accomplishments of his staff. He stressed the progress made with the FCC, but he warned the industry to be alert against its bureaucratic over-reaching. He reported that television was not being overlooked, but said NAB was moving with caution in this field. He emphasized that a method must be evolved to solve TV costs equitably since the majority of NAB's membership is still interested in radio alone.

### Quotes Sarnoff

Viewing the future of television, Judge Miller quoted Brig. Gen. David Sarnoff, RCA board chairman, as saying that television manufacturing alone would exceed in magnitude automotive manufacturing facilities. Further, he said that of the NAB membership 00 stations already had received, applied for or participated in a hearing for a TV construction permit.

Commenting on the Mayflower decision, Judge Miller anticipated a reversal. He stressed the fact that the fight has been carried on only to guarantee a freedom established by the Constitution. Beyond that, he said, the NAB was not concerned.

Frankly recognizing that some stations have complained that NAB has done nothing for them, Judge Miller said that such complaints always come from those who fail to seek the services they are paying for. And he underlined that all NAB departments stand ready to help when called upon and that action always follows any request for such aid.

### Code Warning

As far as the code is concerned, Judge Miller warned the 16th District registrants against "weaseling or avoiding." "Whenever a group is unwilling or unable to regulate itself, then legislation is next requested by the citizenry," Judge Miller observed. The next step will be up to the board later this year, the Judge pointed out.

Although Judge Miller conceded that the larger stations provide a goodly sum of the NAB budget, he said that if 57 larger stations went before a Congressional committee he seriously doubted how far they would get. The smaller stations provide the larger ones with strength through representations. Only through concerted action of all could NAB prosper on behalf of the industry, Judge Miller concluded.

Calvin J. Smith, 16th District director, presided over the two-day meeting which featured several department representatives of NAB including: Harold Fair

(*Continued on page 64*)

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ADOPTION last week by NAB District 17 of a resolution calling for one overall radio measurement operation, centered within BMB, was expected to start widespread industry discussion that will force the subject into the NAB board meeting Nov. 17 and the industry convention next April.

Meeting in Spokane, Sept. 12-13, the district unanimously endorsed a proposal introduced by Saul Haas, KIRO Seattle, and seconded by James W. Wallace, KPQ Wenatchee, Wash. It was received with enthusiasm by the delegates, who had just heard BMB President Hugh Feltis report on BMB's activities.

The Haas resolution pointed out that BMB could perform such measurement operations as adequately as they can be done under the present procedure, and do it cheaper.

Mr. Haas advised BROADCASTING that his first idea was to feel out the sentiment of broadcasters on the combined measurement plan. He had no idea that it would be received with such unanimity.

Mr. Feltis described the action as "the most spontaneous thing I've ever seen."

No immediate marriage of all measurement under BMB is envisioned, Mr. Haas said. Rather the plan would expand BMB's scope as readily as practical. Explaining his purpose, he declared, "I'd like to see our organization (BMB) have the same stature as the Audit Bureau of Circulation and open to as little challenge. This can best be accomplished by broadening the scope of BMB's activities."

### Included in Minutes

Through a procedural oversight the actual Haas motion, which was to have been formalized as a resolution, was not included in the list of resolutions but the actual minutes of the meeting will contain a formal paragraph to this effect.

George Weber, executive vice president of MacWilkins, Cole & Weber, large northwest agency, told the district many regional advertisers "are being won to radio by the increased certainty and confidence with which BMB permits them to use the medium."

He cited many specific instances in which BMB data have been used in planning radio campaigns. BMB information is of particular value to medium-size agencies which place business beyond the local market in which personal knowledge of media suffices.

### Spence Chairman

The District 17 meetings were held at the Davenport Hotel in Spokane under chairmanship of Harry R. Spence, KXRO Aberdeen, Wash., district director.

Other resolutions praised Mr. Spence's conduct of the meeting and called it "the best NAB 17th District meeting in history; commended President Miller for his defense of radio's freedom; lauded work of Don Petty, Charles A. Batson, Harold Fair, Richard P. Doherty and Hugh M. P. Higgins, NAB staff executives who took part in the program; asked that NAB seek per-program privileges from SESAC (also adopted by District 14), approved a committee on observance of the Standards of Practice and pledged enforcement of standards; endorsed the All-Radio Presentation; approved district action to assure appropriate use of BMI music; advocated inclusion of a set ownership question in the 1950 U. S. Census.

Members of the Resolutions Committee were Richard Dunning, KHQ Spokane, chairman; Lincoln Miller, KXA Seattle; Harry H. Buckedahl, KOIN Portland.

**HERE is the rough and ready resolutions committee of NAB District 14's Yellowstone Park meeting plotting its strategy (l to r): Paul McAdam, KPRK Livingston, Mont., chairman; Harold McCracken, KVRS Rock Springs, Wyo.; Ralph Hardy, KSL Salt Lake City; Joe P. Wilkins, KFBB Great Falls, Mont., and Edward Hurt, KFXD Nampa, Idaho.**

**DISCUSSING mutual problems at Mammoth Hotel in Yellowstone Park are these broadcasters attending the NAB District 14 meeting (l to r): Standing—Art Mosby KGVO Missoula, Mont., E. E. Krebsbach, KGCX Sidney, Mont., and Robert Dean, KOTA Rapid City, S. D.; Seated—Ed Yocum, KGHL Billings, Mont.; Florence Gardner, KTFI Twin Falls, Idaho; Douglas Kahle, KCOL Fort Collins, Col., and Walter Wagstaff, KIDO Boise, Idaho.**

# Television Threat To Boxing—Greene

## New NBA Head Asks That Liaison Agency Be Set up at Once

ABE J. GREENE, newly elected "czar" of boxing with the title of National Commissioner of Boxing, told BROADCASTING that one of the first matters to which he will give attention in his new post is the relation between boxing and television.

Mr. Greene, associate editor of the *Paterson* (N. J.) *News*, was elected to the newly created office by the National Boxing Assn. at its 29th annual meeting in Philadelphia. The association comprises boxing commissioners of 69 states, territories, foreign countries and municipalities.

Boxing's new head man indicated that the threat of television to boxing requires that liaison be effected between the two industries so that both can prosper.

In a speech before the NBA last Monday Mr. Greene, who retired as the association's president, had this to say about the effect of television on boxing during the past year:

"Television began to come into its own in the populous sectors of the East and boxing clubs sensed the threat of a new competitor. As in the development of any new major advancement, television was genuinely a hazard to boxing. The sport lends itself to video as does no other, because the seat at the television set brings the fan to the ringside and drops him right on top of the performers.

### Boxing 'Badly Affected'

"As a result, the boxing club which televised its events found its attendance badly affected, while on the other hand, other clubs competing against the attraction of television from remote places found a severe dent in the box office."

"Ultimately," he said, "television will be harnessed to boxing as an adjunct and a valuable copartner. But at the moment, until this great channel is properly harnessed, it offers a threat to promotions, hence to performers, hence to organized boxing."

He then urged the convention to set up an agency which can act as liaison with the television industry and asserted it was important to take quick action because within two years television will pipe boxing matches into theatres and concert halls where patrons will pay admissions.

A SPECIAL award from the Colorado Medical Society for KLZ Denver's public service series, "Knave of Hearts," on heart diseases, is accepted by Station Manager Hugh B. Terry (l) from Dr. John S. Bouslog, the society's president.

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# CBS SHIFTS WESTERN DIVISION PERSONNEL

FIRST personnel change in the direction of television at CBS Hollywood took place last week with announcement by D. W. Thornburgh, CBS Western vice president, that Hal Hudson, Western program director, was relieved of his duties, effective Sept. 17, to become program director of KTTV Los Angeles, outlet of *The Times*. Mr. Hudson goes to New York for several weeks orientation and then will resume his new post upon return.

Coincident with his departure, George Allen, program director of KNX Hollywood, steps up to Western Division program director. E. E. Tomlinson becomes Western assistant program director and Maurie Webster will serve as executive assistant to both. Others affected in the realignment are Ben Paley named as director of program operations and Cran Chamberlain as director of program writing.

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# BMB RADIO FAMILIES VOLUME DISTRIBUTED

FIRST copies of "Radio Families U. S. A.—1948," BMB's tabulation of the number of radio families in each of the country's 3,071 counties and in approximately 1,300 cities, went out to BMB subscribers last week. In addition, copies will go to all members of the American Assn. of Advertising Agencies and of the Assn. of National Advertisers. Others may obtain copies at $5 each.

The volume contains a city index, a metropolitan area index showing radio ownership for 137 metropolitan districts, a Canadian supplement and a county map of the United States and Canada. An explanatory section details the preparation of the data from a formula worked out in cooperation with the Census Bureau and approved by that agency as well as the AAAA, ANA and NAB.

Field surveys by Market Research Co. of America and Alfred Politz Research, under BMB supervision, determined the radio ownership, and the data were prepared by Ralph Sharp, BMB analyst, under the direction of John Churchill, BMB director of research.

A companion volume, "Who Owns Radio?" will be issued in about a month.

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# TRANSIT RADIO

## Service for Houston; Thomas Named V.P.

THE TREND to provide the nation's transit riders with music continued last week when Houston, Tex. became the third city to provide this service. Another city, St. Louis, appeared on the verge of adopting radio-equipped busses as a passenger bonus.

There were strong indications that the music-while-you-ride plan would be given Houston's nod of approval [CLOSED CIRCUIT, Aug. 23] following exhaustive surveys of passengers last spring which showed that 97.6% of the 2,440 riders queried wanted transit radio as a regular feature.

In a joint statement last week, officials of KPRC-FM and the Houston Transit Co. announced they had negotiated for the service on a regular basis with Transit Radio Inc. of Cincinnati, primemover in the transit broadcasting field.

According to Jack Harris, general manager of KPRC and KPRC-FM, *Houston Post's* stations, and Carl Frazer, president of the transit company, actual installation of equipment in 200 of the 600 busses got underway last week. Installations will be completed before the middle of October, they said. The remaining 400 busses in Houston will be equipped about the first of the year. It is estimated that 11,926,164 rides are taken per month on the 600 Houston busses.

An official of KXOK-FM St. Louis, planning affiliation with transit broadcasting in that city, reports that on the basis of overwhelming acceptance of transit radio by the St. Louis public it appears likely that FM receivers and loudspeakers will be installed on an additional 1,300 busses and streetcars—not now equipped for test runs—about Oct. 1.

C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM, was elected vice-president of Transit Radio, Inc. last Tuesday at the annual board of directors meeting in Cincinnati.

Other cities in which special FM fare has become a regular feature of bus rides are Cincinnati, served by WCTS-FM, and Wilkes-Barre, Pa., receiving service from WIZZ (FM).

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# Radio to Hold Its Own As Ad Medium—Pellegrin

PHENOMENAL coverage and effectiveness as an advertising medium are the two most striking characteristics of American radio, Frank Pellegrin, president of KSTL St. Louis, told members of the St. Louis Advertising Club Sept. 14.

Speaking on "Radio's One-Two Punch," Mr. Pellegrin pointed out that 66 million sets are in use in 37 million American homes, giving radio coverage greater than that of any other advertising medium.

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# FCC Is Defended In Blue Book Case

## WGAR Brief Denies Censorship Claim of WADC Akron

DEFENSE of FCC's action in the so-called Blue Book case involving WADC Akron, now pending in the U. S. Supreme Court [BROADCASTING, Aug. 23], was offered last week by WGAR Cleveland, winner of the facilities which WADC was seeking.

WGAR contended that the Commission was correct in finding that a grant of WADC's application would not be in the public interest because the station proposed to carry the complete daily schedule of a national network (CBS). The Cleveland station flatly denied WADC's claim of censorship, asserting:

> **The Commission's decision holds that a radio station licensee must maintain himself free to choose or reject what programs he will or will not broadcast. Under the above described program policy . . . Petitioner [WADC] denied to himself freedom to choose what programs he would accept or reject. His proposal involved a delegation of Petitioner's responsibilities to one national network.**
>
> **That is the essence of the Commission's decision. And that is the basis of its affirmance by the [Court of Appeals]. The basis of the Commission's decision, therefore, instead of constituting censorship, actually affirms the essential freedom and responsibility of a licensee to determine for himself what programs he shall or shall not broadcast.**

The brief was filed by Louis G. Caldwell, Donald C. Beelar and Percy H. Russell Jr., WGAR Washington counsel, subject to the granting of an accompanying motion to designate WGAR a party respondent, as it had been in the lower-court proceeding. The brief asks the Supreme Court to deny WADC's request for review of the lower court's decision.

The case involves FCC's grant of the WGAR application to boost power on 1220 kc from 5 to 50 kw, and denial of WADC's request for the 1220-kc frequency with 50 kw in lieu of its present 5 kw on 1350 kc. FCC's decision was issued in 1947. WADC then took the case to the Court of Appeals for the District of Columbia, which upheld FCC. The Supreme Court presumably will decide at its fall session whether to grant the review now being requested by the Akron station.

WGAR argued that "quite regardless of what radio program service Petitioner proposed to broadcast or not to broadcast, he brought upon himself, by seeking to displace another radio broadcasting station from its existing radio frequency assignment, the burden of establishing affirmatively compelling reasons in the public interest for such drastic action." WADC, the brief continued, "failed to establish any facts or initiate any procedure warranting Commission action of displacing WGAR from its existing frequency assignment."

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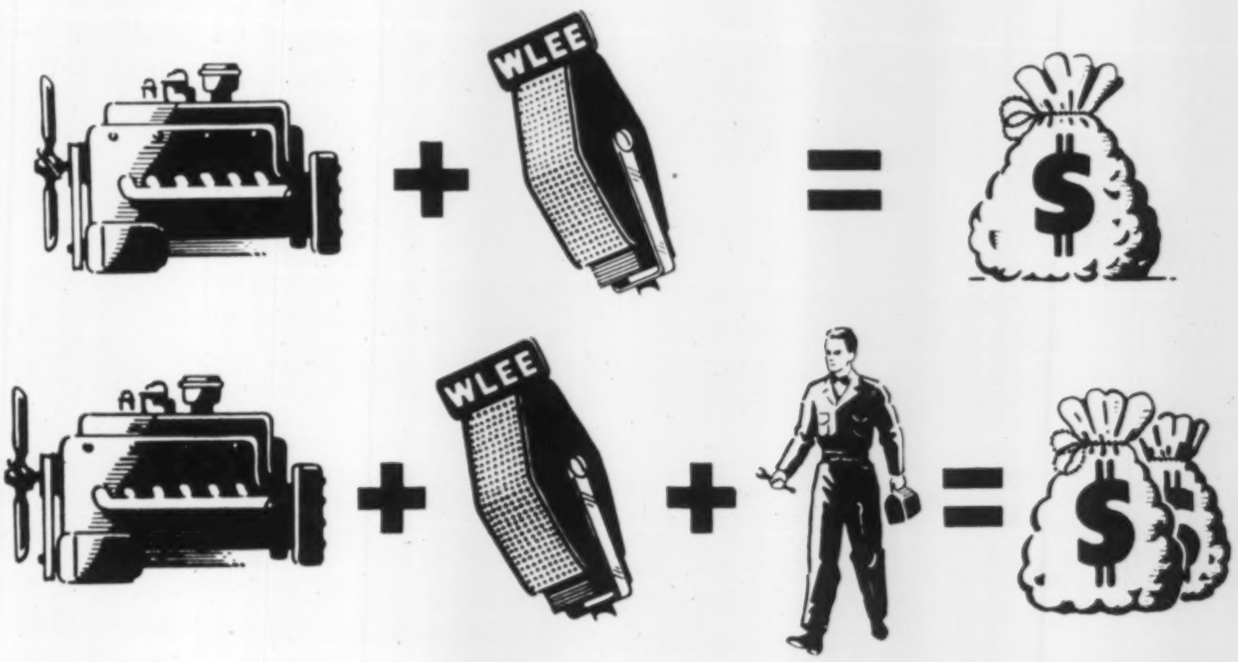
WESTERN FLECTRIC Co. Inc. last week declared dividend of $1 per share on outstanding capital stock, payable on Sept. 30 to stockholders of record on Sept. 23.



A successful formula

Here's the kind of immediate, tangible results Richmond advertisers get from WLEE: an automobile dealer offered rebuilt engines over WLEE for two weeks. The response was so great that he had to *triple* his production.

And that meant that he needed more skilled mechanics—in a hurry. These workers were scarce.

But just five announcements on WLEE found all the men needed, plus a backlog of skilled workers available to this smart Richmond dealer. That's what we call getting real results.

If you'd like this kind of action from radio advertising, use WLEE. Follow the lead of local Richmond merchants—more of them use WLEE than any other station in town. They know that WLEE is the best buy in Richmond. Call in your Forjoe representative today and get the full WLEE story.

**WLEE**

Mutual in Richmond

TOM TINSLEY, *President* • IRVING G. ABELOFF, *General Manager* • *Represented by* Forjoe & Co.

| | | |
|---|---|---|
| Albuquerque | KOB | NBC |
| Beaumont | KFDM | ABC |
| Boise | KDSH | CBS |
| Buffalo | WGR | CBS |
| Charleston, S. C. | WCSC | CBS |
| Columbia, S. C. | WIS | NBC |
| Corpus Christi | KRIS | NBC |
| Davenport | WOC | NBC |
| Des Moines | WHO | NBC |
| Denver | KVOD | ABC |
| Duluth | WDSM | ABC |
| Fargo | WDAY | NBC |
| Ft. Worth-Dallas | WBAP | ABC-NBC |
| Honolulu-Hilo | KGMB-KHBC | CBS |
| Houston | KXYZ | ABC |
| Indianapolis | WISH | ABC |
| Kansas City | KMBC-KFRM | CBS |
| Louisville | WAVE | NBC |
| Milwaukee | WMAW | ABC |
| Minneapolis-St. Paul | WTCN | ABC |
| New York | WMCA | IND |
| Norfolk | WGH | ABC |
| Omaha | KFAB | CBS |
| Peoria-Tuscola | WMBD-WDZ | CBS |
| Portland, Ore. | KEX | ABC |
| Raleigh | WPTF | NBC |
| Roanoke | WDBJ | CBS |
| San Diego | KSDJ | CBS |
| St. Louis | KSD | NBC |
| Seattle | KIRO | CBS |
| Syracuse | WFBL | CBS |
| Terre Haute | WTHI | ABC |

## Television

| | |
|---|---|
| Fort Worth-Dallas | WBAP-TV |
| Louisville | WAVE-TV |
| New York | WPIX |
| St. Louis | KSD-TV |

# ls-Eye Radio"

# is DOLLAR-WISE

# RADIO

As the pressure of competitive selling increases, and the buying power of the advertising dollar decreases, *what can you do to get continuously better results from your advertising budget?*

Bull's-Eye Radio—national spot radio—makes dollars work harder. Using "national spot" you can select your markets with pin-point accuracy—can pick the best medium in each market regardless of network affiliation—can choose your audience, your time, your programming *and your sales appeal* to fit your exact needs *in each locality*, instead of "a national picture." You can plan your radio to be as sales-minded and as *dollar-wise* as any flesh-and-blood local salesman.

For over sixteen years, Free & Peters have pioneered in national spot radio. Our business has been built on honest and conscientious selling—on sound liaison between station and advertiser—on helping to make national spot radio the nation's most economical and effective advertising medium. May we show you how we work here at F&P?

FREE & PETERS, INC.

***Pioneer Radio and Television Station Representatives***

***Since May, 1932***

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

# 'INCIDENT'

## *State Dept. Writes Finis To Argentine Affair*

THE STATE DEPT. has written a diplomatic close to the international "incident" provoked by the Argentine government's interception and publication of private dispatches to BROADCASTING from its Buenos Aires correspondent [BROADCASTING, July 26], it was learned last week.

Intentions of dropping the matter were expressed by Secretary of State George C. Marshall in a letter Aug. 25 to Sen. Charles W. Tobey (R.-N. H.), acting chairman of the Senate Interstate and Foreign Commerce Committee. Sen. Tobey with Sen. Ernest W. McFarland (D.-Ariz.) had initiated the action.

The legislators had requested a State Dept. explanation of what steps were proposed to avoid a recurrence of such incidents.

Correspondent Herbert M. Clark's letter, published in Madam Peron's *Democracia*, had reported the joint declaration by 14 nations at the first assembly of the Inter-American Broadcasters Assn., July 10, condemning the lack of freedom of speech in Argentine radio. Peron's government retaliated with charges in the controlled press and radio that an "international plot" had been initiated against Argentina by North American capitalists.

U. S. Ambassador James Bruce recently returned from Argentina to Washington, where he conferred with State Dept. officials, and presumably talked with Sen. Tobey.

Secretary Marshall told the legislators that Ambassador Bruce had taken up the question of censorship of the mail with the Argentine Foreign Minister on July 20, following the Argentina charges of a conspiracy.

"He [Ambassador Bruce] pointed out," wrote Secretary Marshall, "that such censorship was contrary to the letter and spirit of Article XXVII of the Final Act of the Inter-American Conference on War and Peace signed at Mexico City in March 1945, and emphasized that such interference would make a most unfavorable impression on public opinion in the United States."

Secretary Marshall explained that, while Argentina's Foreign Minister did not discuss the matter further, that he did give assurances to Ambassador Bruce that "the Argentine government was not contemplating sanctions against Mr. Clark."

The Ambassador noted, Secretary Marshall said, that the Argentine Sub-Secretariat of Information issued a statement July 20 saying Mr. Clark's letter had been obtained through private channels. Mr. Clark, however, has consistently maintained that he mailed it in a large branch post-office directly across the street from the government press office.

"I am . . . of the opinion," Secretary Marshall declared, "that it would serve no useful purpose to make any further protest to the Argentine government on this matter, particularly since this government has already expressed its opinion."

Observers were of the opinion that troubled world conditions and attempts to maintain hemispheric solidarity had influenced the Department's decision not to pursue the matter further. Neither Senator could be reached in Washington to learn if action was contemplated in the 81st Congress.

## CBS Artists' Show

AN ART exhibition featuring work by CBS employes was held at the network's New York headquarters last week. Contributors included: Davidson Taylor, vice president and director of public affairs; Gerald Maulsby, assistant director of public affairs; Guy Della-Cioppa, associate director of CBS network programs, Hollywood; T. B. Ellsworth, Araby Gilmore, Walter Webster, Sam Abelow, Ruth Froma, Tore Hallonquist, John Minary, Eugenie Sauraud, James Fischer-Northrop, Walter Lachowski, W. C. Harington, Helen Bryan, Hans Edward Fuhrmann, May NcNair, Betty MacDonald, Gordon Friesen, Trudy Glass, Herbert Schmitz, Edward Meredith, and John McCloskey.

## WBKB TO CUT HOURLY RATE; $800 TO $500

WBKB, Chicago's Balaban and Katz television station, will drop its basic hourly rate from $800 to $500 beginning Wednesday, Don Meier, sales manager, announced last Thursday. Move follows station study [BROADCASTING, Aug. 30] of rate schedules throughout the country.

New rate card, which was mailed to advertisers and clients late last week, attempts to give advertisers a "good cost per thousand buy," Mr. Meier said. Present $800 rate is based on a sliding scale with 25,000 sets in operation throughout the Chicago area. Plans previously formulated by Capt. Bill Eddy, who resigned recently as station manager to serve in a consulting capacity for Television Assoc., Chicago [BROADCASTING, Sept. 6], called for an increase to $1,000 per hour when sets numbered 35,000.

Lowered rate puts WBKB in same cost class in Chicago as WENR-TV, which took the air Friday night, and has a $600 base rate, and WGN-TV, *Chicago Tribune* station, which charges about $550 an hour.

WSIX holds volume

Competition is keen in the drug field with many products trying to get a share of each drug dollar. In WSIX's 60 BMB counties $21,172,000* was spent for drugs last year. And leading drug manufacturers have used WSIX for four, five and six years without a break to hold volume in this rich trade area. There's room for your products. So let WSIX help you do a volume job!

* Projected from Sales Management May, 1948

BETTER BUY WSIX

WSIX The Voice of Tennessee's Capital City NASHVILLE TENNESSEE

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

# and proud of it!

...a market of 1,125,000 busy people. In Eastern North Carolina, we're proud of that.

...a part of the South's fastest growing state. In Eastern North Carolina, we're proud of that.

...$400 million in yearly retail sales. In Eastern North Carolina, we're proud of that.

and now...

## 5000 watts

of fulltime radiated power

...for Eastern North Carolina's favorite radio station.

**WE'RE MIGHTY PROUD OF THAT!**

**WGTM**

**Wilson, North Carolina • Mutual**
**5000 Watts fulltime • 590 Kilocycles**
**National Representatives: Weed and Company**

# NEW ORLEANS

## WNOE Wins FCC Revised Proposed Decision

REVISED proposed decision was adopted by FCC last Tuesday to grant request of James A. Noe for switch of WNOE New Orleans from local assignment on 1450 kc with 250 w to expanded operation on 1060 kc with 50 kw day, 5 kw night using directional array fulltime. The Commission proposed to deny competing application of Deep South Broadcasting Corp., chiefly owned by broadcaster-publisher John D. Ewing, for new station at New Orleans using same facilities.

FCC also announced proposed decision to deny applications of both Atlantic City Broadcasting Corp. and Strand Broadcasting Corp. for new local outlet at Atlantic City on 1230 kc with 250 w fulltime.

The Commission majority preferred WNOE over Deep South on basis of program proposals, and said it wished to afford "the existing local station the opportunity to improve its facilities" and to provide for "a greater diversification of control of media for mass communications." The publishing and large-station interests of Mr. Ewing in the New Orleans area were noted by the Commission in its finding.

FCC Chairman Wayne Coy favored a grant of the Deep South application "on the basis of the program proposals made by this applicant which he regards superior to those of the other applicant, James A. Noe," FCC's report stated.

Comrs. Robert F. Jones and George E. Sterling concurred in part with the majority opinion, taking exception to that portion of the conclusion relating to the newspaper interests of Mr. Ewing as not necessary for the consideration. Comr. Frieda B. Hennock voted for further hearing in the case and Comr. Paul A. Walker did not participate in the decision.

Mr. Noe owns KNOE Monroe, La., in addition to WNOE and holds a 50% interest in KOTN Pine Bluff, Ark. All are local outlets. Mr. Ewing, secretary-treasurer and 80% owner of Deep South Broadcasting, is trustee and one-fourth owner of the Robert Ewing Estate and sole owner of KWKH Shreveport, La., a 50-kw outlet on 1130 kc. Mr. Ewing also holds 80% interest in KTHS Hot Springs, Ark., operating on 1090 kc with 10 kw day, 1 kw night. The Ewing Estate owns the Shreveport *Times* and Monroe *World* and *News-Star*.

Associated with Mr. Ewing in ownership of Deep South is Clarke Salmon, active head and 75% owner of George Banerlein Adv., New Orleans. Mr. Salmon is president and 20% owner of the applicant firm which holds permit for new FM station there. WNOE also holds an FM permit.

Holding extensive oil and gas interests, Mr. Noe, former Governor of Louisiana, has operated WNOE since 1936 and first filed for the increased facilities in 1941. Subsequently the WNOE request then for 50 kw day and 25 kw night on 1060 kc, and the competing application of Deep South for 50 kw day and 10 kw night on that channel were designated for consolidated hearing which was held in 1946. In mid-1947 FCC issued a proposed decision to deny both requests as involving violations of the North American Regional Broadcasting Agreement.

Both parties petitioned the Commission for leave to amend their applications to specify 5 kw night power, to show revised directional antenna patterns for both day and night and for reconsideration of the proposed decision. Early this year FCC granted the amendments and closed the record in the case.

### WNOE Service Praised

In its conclusions on the programming factors, the FCC report stated that "Mr. Noe has developed Station WNOE from a part-time station to an unlimited time station and the station renders a meritorious public service to the community in which it is located."

Deep South "also proposes a meritorius program service," FCC stated. FCC pointed out it recognized "that this applicant's plans may be changed to some undetermined extent since it may, during the first year of its operation, accept a network affiliation" and concluded that therefore, "the program proposals of Deep South are not as definite as those of WNOE."

James E. Gordon, WNOE general manager, told BROADCASTING that FCC's action "now makes possible an expansion program" to eventually include TV.

### Atlantic City Case

In the Atlantic City case, the application of Strand Broadcasting was denied for default since the firm failed to appear and present evidence in support of its request. Denial was also given the Atlantic City Broadcasting request because its proposed station would cause interference to WCAU Philadelphia within WCAU's primary service area and would violate the Commission's standards on operation with less than 30 kc frequency separation from adjacent stations. WCAU operates on 1210 kc with 50 kw.

**Principals in Atlantic City Broadcasting Corp. include: E. Eldredge Sack, local General Motors Corp. employe, president and owner of 63 of total 250 shares authorized; Jerome S. Haas, ex-Signal Corps officer and radio instructor, vice president and 63 shares; Hugh L. Wathen, sales manager of South Jersey Gas Co. in Atlantic City, secretary and 62 shares, and George T. Graves, retired theatre man, treasurer 62 shares.**

Kate Smith
Billy Rose
Fulton Lewis Jr.
Queen for a Day
Gabriel Heatter
Jimmy Fidler
Three for the Money

*Hitched Our Wagon To The Stars*

WGST is going places with Mutual — adding Mutual's all-star lineup of programs and personalities to our own popular local programs.

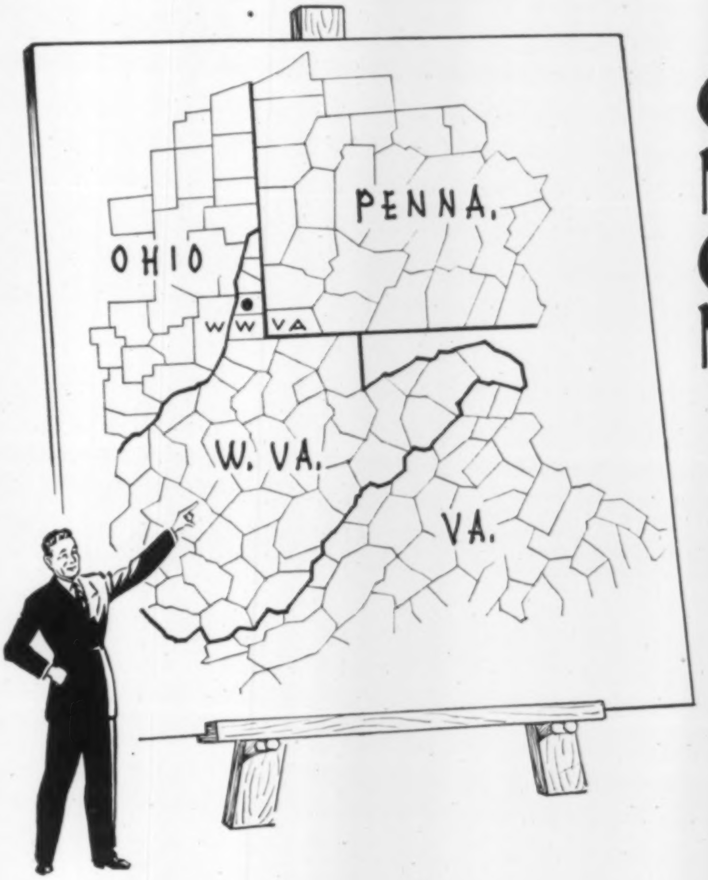
With our greatly increased promotion — newspapers, billboards, car cards, direct mail — you can readily see on which Atlanta radio station your sales message will be most effective.

GOING PLACES WITH ★ MUTUAL ★

WGST

5000 Watts Day **ATLANTA** 1000 Watts Night

**REPRESENTED NATIONALLY BY GEO. P. HOLLINGBERY CO.**



# One of the Nation's Great Markets!

**183 COUNTIES COVERING A 4-STATE AREA**

## ALERT ADVERTISERS ARE REACHING IT WITH *ONE* STATION, *ONE* COST, *ONE* BILLING

People make a market, and here are more than eight million of them! They are people who earn their money in the great industrial and mining area of Eastern Ohio, Western Pennsylvania, West Virginia and Virginia—and they spend it to the tune of *Four and One-Half Billion* Dollars annually in retail outlets.

The friendly programming of WWVA has made it the welcome station on their radio dials. They proved it with more than a half million pieces of mail in 1947, and by another half million paid admissions to personal appearances of WWVA artists. Yes, it's a great market; you can reach it with *one* station, *one* cost, *one* billing—with WWVA. Your nearest EDWARD PETRY Man has all the details.

A FORT INDUSTRY STATION

# WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

# Radiorama

AT LUNCHEON honoring Gen. Julius Ochs Adler (center), vice chairman of WQXR New York, were Amon Carter (l), president of WBAP Fort Worth, and Tom Gooch, president of KRLD Dallas. Gen. Adler was recipient of a Neiman-Marcus Award on behalf of the "New York Times" for service in the field of fashion.

MODERATOR of a panel on "Motion Pictures, Radio Broadcasting and Comic Strip in Relation to the Administration of Justice" over KIRO Seattle was NAB Presiden Justin Miller (r). Among the experts participating was Kenneth Yeend (behind Judge Miller), program director of KIRO.

A BIG birthday cake plus congratulations on the first year of operation with 50 kw for KCMO Kansas City, go to E. K. Hartenbower (r), general manager of KCMO from Owen Balch, of John E. Pearson, K. C. station representative.

TWO become vice presidents of L. W. Ramsey agency, Chicago, Hollywood and Davenport, Iowa. They are (l to r, standing) William W. Kennedy and Frank R. Capka. E. G. Naeckel, agency president, makes it official.

ON HIS 15th anniversary with WOR New York, Theodore C. Streibert, president, is congratulated by: (l to r) Robert Mayo, Donald Hamilton, Norman Livingston, Jack R. Poppele, Nat Abramson, (Mr. Streibert), Emmanuel Dannett, Harry Lockwood, R. C. Maddux, Dave Driscoll, Robert Hoffman, Joseph Creamer, Richard Connell, Robert Blake.

SMOOTH sailing for CBS TV series, "Toast of the Town," now sponsored by Emerson Radio & Phonograph Corp. Sealing deal are David Sutton (l), CBS TV sales manager; and Stanley Abrams, Emerson sales promotion chief. →

LOOK OUT! George Burns and Gracie Allen are hanging out their ears on a conversation between R. H. Bennett (l), advertising manager of Maxwell House division of General Foods, (Burns & Allen sponsor) and Clarence Goshorn, Benton & Bowles president. ←

EXECUTIVES of KLAC-TV Hollywood, USC and UCLA arranging for football TV are (l to r, seated) George F. Taylor, UCLA business manager, Don Fedderson, v.p. and general manager of KLAC-TV; Robert Fisher, USC financial v.p.; (standing) Wilber Johns, UCLA; Bill Ackerman, UCLA; Willis O. Hunter, USC. ↓

BACKSTAGE after first "My Friend Irma" for Pepsodent are (l to r) Raoul Taylor, account executive for Pepsodent, of Foote, Cone & Belding; Hugh Davis, v.p. of FC&B; Cy Howard, show's producer-director; James Barnett, v. p. of FC&B; D. W. Thornburgh, CBS Western v. p.; Henry Woulfe, Pepsodent president, Lever Bros. ↓

Upper Middle
14.0

# *Who's* TV *now?...*

*"Only somebody in the chips can afford to buy a Television set. Others look for free in a bar."*

That's the curbstone appraisal of the TV market today . . . ground floor chance to get close to the upper clawsses—before the Joe Doakes crowd in!

To the advertiser Always Chasing Rainbows, we bring bad news. Joe is not only in—but It!

From three leading set manufacturers, WPIX secured lists of 1947 installations in New York City and suburbs—33,074 in all. Discarding 1,319 in saloo—well, public places—left 31,755 in homes . . . of which 16,961 were City, and 14,794 suburbs.

Allocating City sets to districts by income groups . . . upset the TVclass market apple cart! Because:

High districts had only 12.5% of the sets; and Upper Middle 14%—both combined 26.5%! But Middle districts showed 60.1%—and with Lower Middle and Poor districts totalled 73.5%!

Park Avenue is poor pickings . . . compared to the Borough That Has Everything—ranks first in set ownership! (Brooklyn! What else?) Manhattan is a poor fourth! . . . Write WPIX for the survey.

The majority TV audience is folks who stay home nights so they can get to work in the morning—mass market, growing fast in New York!

And WPIX, with its extensive facilities for producing picture programs, and the most modern equipment . . . offers advertisers the opportunity to grow with a growing market and medium . . . Time rates and programs on request.

**WPIX** • THE NEWS Television Station
220 East 42nd St., N. Y. C. . . . MUrray Hill 2-1234
*Represented outside New York City by*
FREE & PETERS, 444 Madison Ave., New York 22

Get the EQUIPMENT YOU PAY FOR
GATES

MODEL BF - 3A
3 KW. FM BROADCAST
TRANSMITTER

**Gates**
**Radio Company**
**Quincy**
**Illinois**

| | | |
|---|---|---|
| Washington, D. C. | Gates Radio Company, 13 E Street N. W. | Tel. Met-0522 |
| Houston | Houston Radio Supply Co., Clay at LaBranch | Tel. CA-9009 |
| Atlanta | Specialty Distributing Co., 425 Peachtree St. N. E. | Tel. AT-4406 |
| Montreal | Canadian Marconi Company | |
| Los Angeles | Gates Radio Co., 1589 McComas Ave., Pomona | Tel. LY-2-8010 |
| Export | Westinghouse, 40 Wall St., New York City | Tel. WH-34321 |

**Here is a transmitter in the $10,000 class. Many competitive models sell 10% to 25% higher.**

**Why spend this extra money?**

**You lose $1000 to $2500 on such purchases because you pay for equipment you never get.**

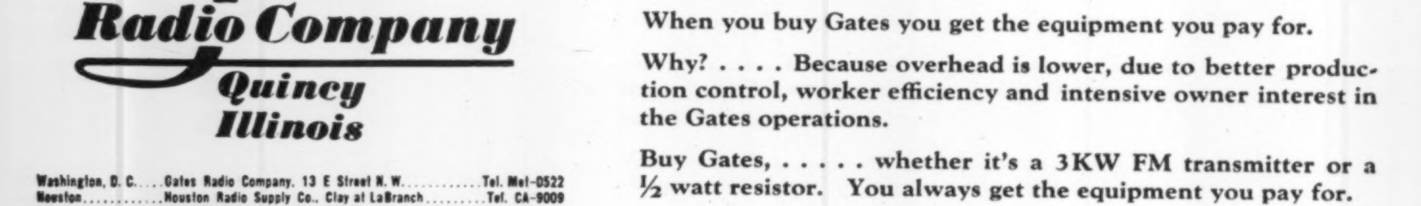
**When you buy Gates you get the equipment you pay for.**

**Why? . . . . Because overhead is lower, due to better production control, worker efficiency and intensive owner interest in the Gates operations.**

**Buy Gates, . . . . . whether it's a 3KW FM transmitter or a ½ watt resistor. You always get the equipment you pay for.**

• • • • • • •

**Your inquiries are welcomed by the Sales Department.**


IN '49 IT'S THE GATES LINE

## Agencies

(*Continued from page 12*)

**BERT M. SARAZAN Agency**, Washington, announced enlargement of its facilities to provide local as well as national service for advertisers in Washington metropolitan area. For last 18 months firm has serviced and counseled retail and industrial organizations throughout nation. At same time agency also announced establishment of new department for local radio and television advertising under direction of **BERT LIBIN**, formerly with WWDC Washington.

**JAMES S. MACVIKAR**, formerly associated with Ruthrauff & Ryan, New York, joined BBDO, New York, as account executive.

**JAMES D. McTIGHE**, radio director of Olmstead & Foley, Minneapolis, named associate partner in firm. Mr. McTighe joined Olmsted & Foley after Army service as special agent of counter-intelligence in India and public relations officer in Washington. Prior to war he was associated with Campbell-Mithun Adv. of Minneapolis and KDAL Duluth.

Mr. McTighe

**WALTER H. HOPKINS** of BBDO, Chicago, named program director of American Bakers Assn. promotional program.

**BURKE GILLIAM**, manager of Dallas office of Watts, Payne-Adv. Inc., has been named member of Board of Directors of agency and elected a vice president.

**RUTH RAE BROD**, formerly with Gray Adv. Agency and Norman D. Waters & Assocs., joined Arnold Cohan Corp., New York Agency, as assistant to president and assistant account executive.

**RICHARD DOYLE**, formerly of media department of Young & Rubicam, New York, appointed space buyer, and transferred to San Francisco office.

**LES HANNAH**, who resigned recently as San Francisco manager of Biow Co., has rejoined firm in same capacity.

**ROBERT B. YOUNG**, owner of Robt. B. Young Adv. San Francisco, was elected national chairman of Affiliated Advertising Agencies Network at annual convention in Spokane, Wash.

**CATHERINE ABNER** has joined Mavs & Co., Los Angeles in media relations department, replacing **FLORENCE ANDERSEN**, resigned. Miss Abner has been a WAC captain for past three years.

**TOM MALONEY**, partner in Newell-Emmett Co., is in Hollywood from New York for week's conferences.

**MAYFIELD KAYLOR**, production director of Smith, Bull & McCreery, Inc., Hollywood, named manager of agency's New York office. Mr. Kaylor has been with agency for years, for past four as production director. **DICK GARTON**, agency's announcer-writer-producer, replaces Mr. Kaylor in Hollywood office.

**ALLEN JONAS**, former account executive for Grady & Wagner Co., New York, joined Stodel Adv. Co., Los Angeles, in same capacity.

**LEONARD KLEIN**, formerly associated with Malcolm Adv. Agency, New York, joins Edward Hamburger Adv., same city, as account executive.

**LINDSAY ADV. AGENCY**, New Haven, Conn., has become a member of American Assn. of Adv. Agencies.

**CORNWELL JACKSON**, vice president and manager of Hollywood office J. Walter Thompson Co., is on two weeks' visit to Chicago and Detroit.

**RAY VIR DEN**, president of Lennen & Mitchell, New York, has accepted chairmanship of Salvation Army 1949 Maintenance Appeal.

**C. C. SQUIRES**, former head of media and markets division of NBC's research department, joined research and merchandising staff of Fletcher D. Richards, Inc., New York.

**PAUL FORREST**, former account executive and radio director of Dan B. Miner Co., Los Angeles, has joined W. B. Geissinger & Co. Inc., same city, as radio and television director.

**WESTHEIMER and Co.**, St. Louis, elected member of American Assn. of Advertising Agencies.

**ALVIN EPSTEIN Agency**, Washington, announces appointment of **GLORIA BRANDT** as director of their radio and television department. Miss Brandt comes to agency from WWDC, same city.

**YOU'VE GOTTA BE HEADS-UP IN COIN (Ky.)!**

Yessiree . . . you've got to flip *hard* in towns like Coin (Ky.) to make a plugged nickel. In fact, we've never seen any "cents" in trying!

If you really like the jingle of silver and the rustle of "foldin' money," you'd better take the WAVE point of view and stick to the Louisville Trading Area *exclusively*. There's more income and outgo of cash in this one great trading zone than in *all the rest of the State rolled together.*

March into this mint with WAVE. We've got NBC keys to almost every door and ear in the area. WAVE costs less, and makes your dollars *talk!*

**LOUISVILLE'S WAVE**

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

# TV FINDS A HAVEN

## *WNHC-TV a Well-Launched Enterprise*

By ED JAMES

NO FURTHER from the venerable Mory's than even the hoarsest Whiffenpoof can throw his trembling bleat, a little band of 20th century pioneers is plotting to do for the sedate and ancient grills of Yale U. what others like them have already done for the gin mills of New York's Third Avenue and the cabarets of Chicago's South Side. It is only a matter of time until the fuzzy hubbub of undergraduate caroling around Old Eli's taverns will be silenced by the built-in amusement of the electronic age.

Television has come to New Haven.

It will be a shock to Yale alumni and to that larger but no less partisan clan—admirers of the ubiquitous Whiffenpoof song—to learn that Mory's, the famous tavern where the song was born, is surrounded by television. A resolute outpost against the tide of mechanical invention, Mory's has not yet been engulfed by video, but the waves are lapping at its door.

The creation of sudden television interest in New Haven is due to the work of The Elm City Broadcasting Corp., owner of WNHC and WNHC-FM, which last June began operating New Haven's first video station—WNHC-TV. It is a testimonial to the intrinsic charms of television that so much public enthusiasm for the medium could be so instantly aroused and by such an unpretentious station.

### Less Than $200,000

WNHC-TV has no studios, no local programs, virtually no staff of its own. Its owners put the station in business with an initial capital outlay of less than $200,000, a figure which was only a fraction of the money commonly spent by television stations elsewhere.

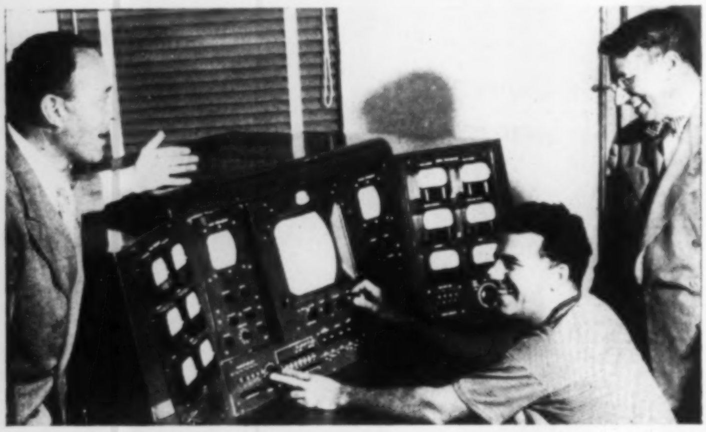
Yet within a month of its debut, WNHC-TV was broadcasting regular programming—and breaking even financially. Its modest operation boosted television set sales in New Haven by more than 75%, although some New York stations had long been received in the area on sets with special equipment.

It was not done by mirrors, but by a radio relay. All of WNHC-TV's programs come from the DuMont television network, and its revenue from commercial spots. The arrangement is unique in the video business.

WNHC-TV intercepts signals of DuMont's New York station, WABD, on a mountaintop between New York and New Haven, relays the signal to its own station on a hill 11 miles from New Haven and retransmits them for the customers. Except for a few features like Yankee baseball games, WNHC-TV broadcasts the whole of WABD programming. Lacking its own studios, for the present the station does no programming of its own.

WNHC-TV is an adventure in pioneering enterprise. At the time it began to break even financially, its equipment consisted of the relay station at Oxford, Conn., and a tower and transmitter house on Mt. Carmel, 11 miles from New Haven. Its transmitter was a DuMont with 500 w video power and 250 w aural. Atop a Blaw-Knox tower was a three-bay RCA super-turnstile antenna, giving an effective radiated power three times the input. It had two DuMont cameras for the commercial spots.

Not for weeks after the television station was on the air did technicians at the transmitter house, an isolated building on a remote hilltop, have a water supply on the premises. Water was brought in by cans until a well was completed on the site.



ENGINEERING phase of the WNHC-TV operation is discussed by Manager James T. Milne (l), Chief Engineer Vincent DeLaurentis (center) and Aldo DeDominicis, promotion manager. Until lines are installed from studios to transmitter the video portion of WNHC-TV programs from DuMont network is received via relay at transmitter. Audio line terminates at studios. All slides and films are handled at transmitter.

The video station was operated without a staff that could be called its own, save for a couple of technicians. This phenomenon was possible because the station's programming was provided for it by DuMont and also because of the arrangement of staff in the three-station family.

Everybody who works for WNHC, the AM station in the Elm City family, also works for WNHC-FM (which duplicates the AM programs) and for WNHC-TV. The television station needs little or no attention from the company's program department. Salesmen sell time for all three stations. The engineering staff also tends to the equipment of all three, although a few of the technicians pay primary attention to television.

When the company began to build a television station, it hired two technicians. The new technicians who were assigned to the AM operation, replaced two more veteran men who were switched to FM and TV. This constituted the entire expansion of the company's staff to accommodate its television development.

### First Experiences

Despite the modesty of its initial operations, WNHC-TV has hit New Haven the way Pudge Heffelfinger used to hit opposing linemen. Although the station has no regular measurements of video viewing in its area, it asserts—with good reason—that its influence is widespread.

At the start of the operations last June WNHC-TV attempted without success to carry the New York Yankee baseball games. According to the station, the Yankees asked $500 more per game from the Ballentine Co. (ale and beer), which was sponsoring the telecasts on DuMont's New York outlet to permit the pickups by New Haven. Ballentine felt the price was high, and consequently WNHC-TV was without the Yankees.

The New Haven television station broadcast four announcements, explaining to its audience that it could not broadcast the games and suggesting hopefully that if enough listeners wrote to request them, the Yankee management might let the station do the telecasts unsponsored—as a public service. Although it was not enough to move the Yankees to such magnanimity, the response was in sufficient volume to prove New Haven was a hotbed of Yankee and television fans.

STUDIOS for WNHC's AM, FM and TV operations are in this modernistic structure. Main studio, with seating capacity for more than 100 persons, is two stories high with TV control room at second-story level.

The four announcements, broadcast only over the television station, pulled more than 3500 pieces of correspondence, some of them petitions bearing hundreds of names. Several of the petitions came from saloons where irate customers were up in arms at the deprivation.

Although its acceptance by the public of New Haven has been demonstrably good, WNHC-TV has not been universally overwhelmed with welcomes. Among the elements which seem disinterested in the success of television in New Haven is the press.

*The Journal-Courier* and the *Register*, the town's two papers, are commonly owned and commonly united in the belief and probable hope that radio and its newest manifestation, television, are not here to stay. Or at least not in New Haven. By a curious quirk of journalistic thinking, the New Haven papers print the logs of New York radio stations regularly, but seldom mention a program which is broadcast over an outlet in their own home town.

The practice leads to mysterious euphemisms. If the coverage of news demands that the press refer to a New Haven radio station, the papers are apt to exclude the call letters and the precise address, and speak only of "a radio station on Chapel Street." The same technique has been used by skittish papers elsewhere when it was necessary to report incidents in bawdy houses.

It goes without saying that the advent of television in New Haven went unnoticed in the news columns of the press.

Perhaps the dominant force in New Haven is Yale U. which exerts a prodigious cultural and eco-

*(Continued on page 47)*

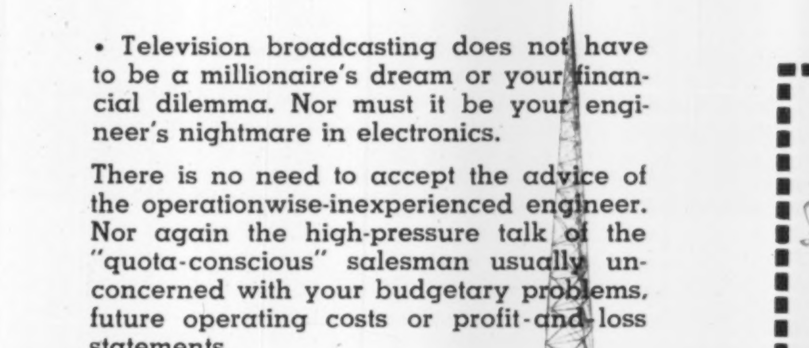
# DUMONT *Geared to Your Need...*

## TELEVISION BROADCAST EQUIPMENT

• Television broadcasting does not have to be a millionaire's dream or your financial dilemma. Nor must it be your engineer's nightmare in electronics.

There is no need to accept the advice of the operationwise-inexperienced engineer. Nor again the high-pressure talk of the "quota-conscious" salesman usually unconcerned with your budgetary problems, future operating costs or profit-and-loss statements.

You definitely do not have to settle for equipment designed to satisfy the laboratory engineer, with little or no regard for maintenance facilities, operating ease, component replacement cost, and design for expansion without obsolescence.



*Dr. Allen B. Du Mont says...*

**It's Plain Fact that**

Basic equipment cost is only the start of your economic problems.

The greater the quantity of equipment initially purchased, the greater the size of your operating staff and component replacement cost.

The greater your operating expense and general overhead, the greater your time rate.

The greater your time rate, the greater your time sales problem and the lower your income.

**It Remains Plain Fact that**

Television sets cannot be delivered in your marketing area to provide you with an audience the proportions of AM, immediately.

You must schedule the growth of your station according to this factor.

You must use discretion in determining flexibility in operation at lower initial cost, lower operating expense, lower component replacement cost, and still provide for expansion without obsolescence.

It all adds up to this: It is well to heed the advice of those who possess the practical "know-how".

Turn to this better way of equipping your television broadcast station. Du Mont "Geared to Your Need" equipment has gone into many stations operating today and to operate tomorrow. Plan your station economically on this "grow as you go" basis with Du Mont "know-how," as others are doing.

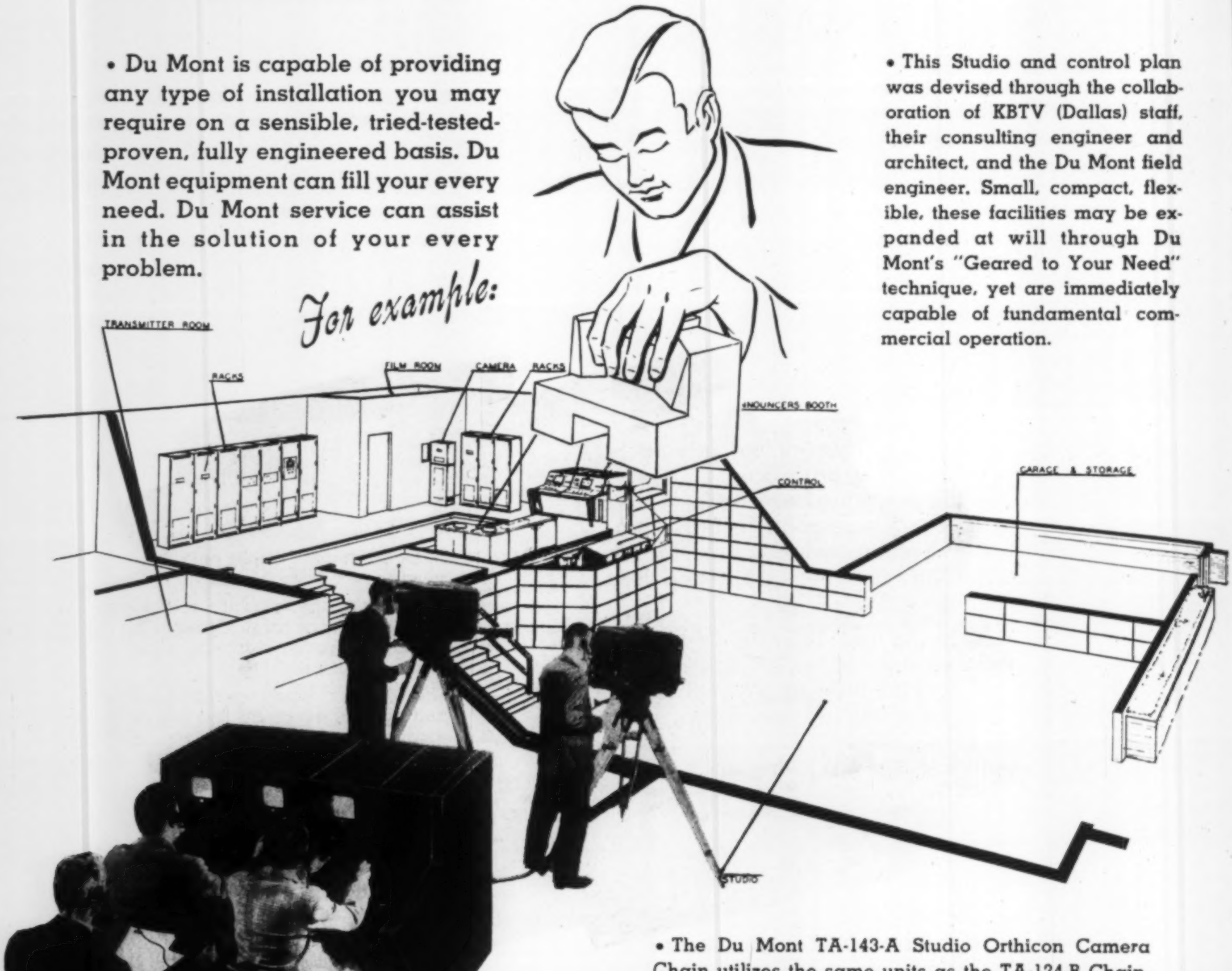
*Here's How...*

DU MONT *from Budget-Wise Start... to Money-Making Success...*

• Du Mont is capable of providing any type of installation you may require on a sensible, tried-tested-proven, fully engineered basis. Du Mont equipment can fill your every need. Du Mont service can assist in the solution of your every problem.

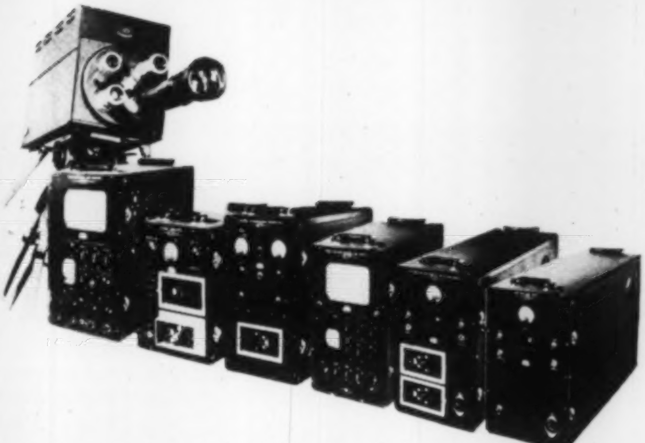
*For example:*

• This Studio and control plan was devised through the collaboration of KBTV (Dallas) staff, their consulting engineer and architect, and the Du Mont field engineer. Small, compact, flexible, these facilities may be expanded at will through Du Mont's "Geared to Your Need" technique, yet are immediately capable of fundamental commercial operation.

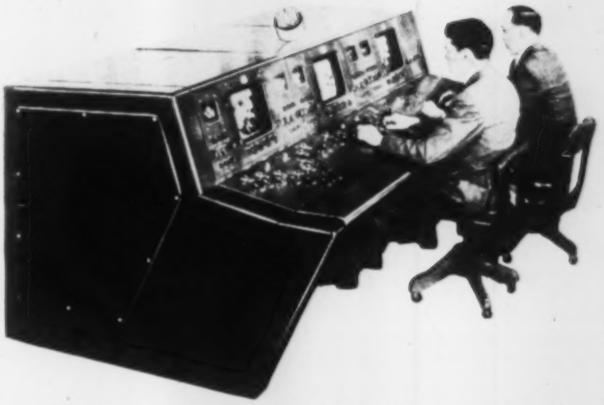


• The Du Mont TA-143-A Studio Orthicon Camera Chain utilizes the same units as the TA-124-B Chain, but substitutes studio Orthicon tubes for field type. Such units, as used by American Broadcasting Co. and WBKB (Chicago) can be used in modern studio console or out in the field, for dual utility and maximum flexibility.

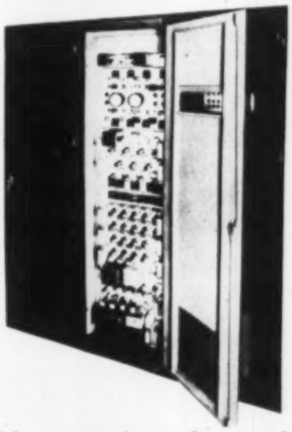
DU MONT *First with the*



• The Du Mont TA-124-B Image Orthicon Chain as used by KMBC, (Kansas City), KSL, (Salt Lake City) and to be used by Bamberger Broadcasting Service, is ideally suited for field use. "Jiffy" connectors assure errorless, rapid hookup of units with single plug for each. "Breakaway" chassis designed for quick, easy maintenance in the field. Camera features the lens turret, fingertip lens iris control at rear, electronic viewfinder, automatic lap dissolve and fade, for best in programming and continuity.

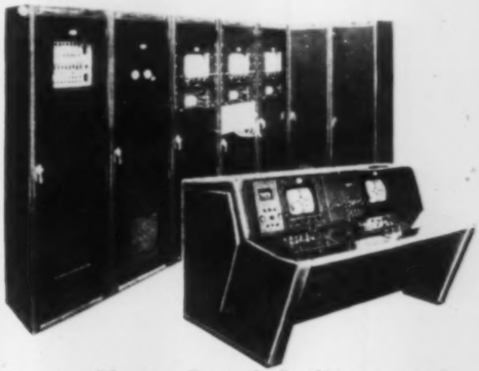


• Film integration and control is a vital telecast function. The Du Mont TA-512-A Film Pickup Equipment continues the "economics safety factor" of the Du Mont Line. A fatigue-proof control layout provides exacting control of varied-condition films available for telecasting. "Breakaway" sliding door chassis assure quick, easy maintenance. To be installed at Maison Blanche (New Orleans) and KBTV (Dallas), this TA-512-A can be expanded later. Incorporating the automatic lap dissolve and fade facility, this equipment is an integral part of the smoothest commercial operation.



• Stable sync pulses—the very heart of any telecasting station—are assured by Du Mont TA-107-A or B Studio Sync Generator to be used by WICU (Erie) and WDTV (Pittsburgh). With dual tube scopes, every phase of the synchronizing pulse is visibly and simply checked. Operable on crystal, line, lock or external control source, the TA-107-A or B, provides day in and day out sync stabilization, assuring technical operations in full conformity with commercial standards.

• Film projection remains the very essence of any telecasting station with particular emphasis on inexpensive 16 mm. Du Mont 5130-A projector is specifically designed for heavy-duty requirements of telecasting. Capable of two-hour continuous film programming, with 35 mm. standards of operation, the 5130-A will be installed at WNHC (New Haven) and Tidewater Television Inc. (Portsmouth, Va.). Another simple step to economical programming becomes a reality.

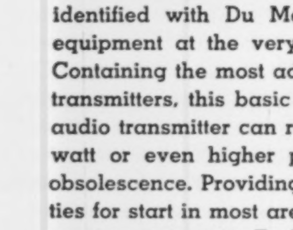


• Master Control facilities provide the difference between professional and non-professional status. An integrating program point, the Du Mont Master Control eliminates "blank-screen" and excuses for pauses in switching from one program source to another. Incorporated in WTTG (Washington), such equipment provides the Du Mont network with superior commercial network operation.

Finest in Television

• The Du Mont "Acorn" Transmitter is definitely identified with Du Mont "Geared to Your Need" equipment at the very start of telecasting careers. Containing the most advanced thinking in television transmitters, this basic 500 watt video and 250 watt audio transmitter can readily be expanded to 5 kilowatt or even higher power at later date, without obsolescence. Providing adequate transmitting facilities for start in most areas, the "Acorn" can grow as revenue warrants. To be installed by Easton Daily Express, (Easton, Pa.) and Greensboro News (North Carolina), the "Acorn" includes necessary monitoring equipment for professional operations.

• The Du Mont Master Series Transmitter has proven itself the "work horse" of the telecasting industry. Low-cost air-cooled tubes insure low maintenance cost without impairing quality of transmission. Water problems are relegated to the Dark Ages. Such equipment in use at WEWS (Cleveland) and WWJ (Detroit), includes the TA-129-A Transmitter Control Console. Lower in cost, easier to install, the Master Series Transmitter, has led the industry in uninterrupted operation.



## *Make it* DUMONT *all the way...*

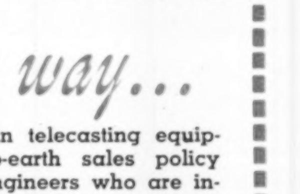
• From Television Camera to Quality Teleset* — including every bit of equipment between — Du Mont is the recognized leader. Your installation can be as pretentious and complete, or again as modest yet adequate, as your budget will allow.

Many of the Du Mont installations have saved station owners from 30 to 40 thousand dollars in equipment costs alone, and many more thousands in operating expense.

Definitely, but definitely, the trend is to Du Mont, the pioneer and leader in telecasting equipment, with that down-to-earth sales policy operating through field engineers who are interested primarily in your budgetary standards.

We'll be happy to tell you more and to work with you on your individual problems.

The "Acorn" method of inaugurating television can start you on your way towards a successful television broadcasting operation without sacrificing quality of transmission.



**'PHONE, WRITE OR WIRE – TODAY!**

**ALLEN B. DU MONT LABORATORIES, INC.**
**Transmitting Equipment Division, 42 Harding Avenue, Clifton, N.J.**

© ALLEN B. DU MONT LABORATORIES, INC.

*Trade-Mark Registered

DUMONT *First with the Finest in Television*

## TV Finds Haven

*(Continued from page 42)*

nomic influence on the town. Yale, unlike the city's newspapers, takes a friendly view of television.

A special seminar in video production has been included for several years as an extra course in Yale's famed dramatic school. This year about 25 selected students will enroll in the course, which is directed by Edward C. Cole, associate professor.

Mr. Cole hopes that when WNHC-TV begins its own studio operations, the Yale school may do actual television shows. The televising of other Yale attractions, like athletics and musical performances, which WNHC, the AM station, already carries, also await the completion of the television station's local facilities.

Mr. Cole reports that a notable increase in television interest has occurred recently among his students. Television sets have been installed in several fraternity houses and clubs on the campus, and, of course, they abound in pubs which Yalemen have been known to visit. Mory's, the most famous of all Yale saloons, still depends upon beer-drenched quartets for its entertainment, but television has it surrounded and is moving in.

The men who are directing New Haven's first television station are the officers of the Elm City Broadcasting Corp.: Patrick J. Goode, president; Garo W. Ray, vice president; Aldo De Dominicis, secretary-treasurer; James T. Milne, stations manager, and Vincent De Laurentis, chief engineer.

### Look to Future

All have ambitious plans for television's future, but the plans, they are quick to point out, depend upon the completion of facilities.

By year's end, the station hopes to receive an RCA radio relay link, which will connect the downtown studios at 1110 Chapel St. with the transmitter at Mt. Carmel, and an RCA remote unit to permit out-of-studio pickups. When this equipment is installed, the station will be in position to undertake programming of its own.

By the time the remote and relay equipment is in place and the station is in business with not only tailor-made programs from the DuMont network but also shows of its own, a total of $225,000 will have been spent, according to Mr. De Dominicis.

The company is figuring a 10% annual depreciation on facilities. Based on that figure and on current running expenses, the station is now operating in the black. Mr. De Dominicis thinks, however, it may—as video stations almost everywhere else have found—slip into deficit operations when it takes on local programming and the attendant additional expense.

Mr. De Dominicis, a veteran of many years of radio in New Haven, believes that local advertisers can provide WNHC-TV with the biggest part of its income.

New Haven is a busy town, jam-packed with small industries. Local advertisers have provided a healthy chunk of business for the AM station of the company, and Mr. De Dominicis believes that even more of them will be attracted to TV.

As is always the problem in cities where television is in early stages, the scarcity of sets and hence limitations of audience are a current sales headache. WNHC estimates that there are 2500 sets in New Haven proper and perhaps 6000 in the station's coverage area. Sets are selling as fast as the dealers get them.

Although the population of New Haven is only 175,000, WNHC-TV asserts that more than 2,500,000 people live within its total area.

## Educators To Meet

TWENTY-THIRD annual meeting of the National Assn. of Educational Broadcasters will be held Oct. 10-12 at the U. of Illinois, operator of WILL and WIUC (FM) and home of the new Institute for Communications Research. The discussions at Urbana will center on Washington representation, neglect of public service programs and TV.

## New Business

*(Continued from page 13)*

**LEWIS FOOD Co.**, Los Angeles (Dr. Ross Dog & Cat Food), Sept. 8, extended sponsorship of KNX Hollywood *Free For All* to 13 other CBS stations in California, Oregon, Washington and Arizona for 52 weeks. Program heard Wednesdays 7-7:30 p.m. (PDST). Agency: Lennen and Mitchell Inc., Los Angeles.

**RCA VICTOR** and its Twin Cities dealers, and Ford Motor Co. and its dealers will co-sponsor telecasts of U. of Minnesota home games starting Oct. 2 on KSTP-TV Minneapolis. Sponsors will share honors equally on each telecast.

**GLOBE PIPE & TOBACCO Co.**, Oakland, Calif., and Lo-Fare Cab Co., northern California chain, appoint Ad Fried Agency, same city, to handle their advertising. Radio will be used on both accounts.

**E. E. FISHER & ASSOC.**, San Francisco, appointed to handle advertising for Gunther's Beer, Baltimore.

**NEW ENGLAND CONFECTIONERY Co.** started, Sept. 19, a spot radio campaign in 13 key cities to promote their "Bolster" bar. Campaign will run through June 1948. Agency: C. J. LaRoche, New York and Chicago.

## *Network Accounts* • • •

**WESTERN AUTO SUPPLY Co.**, Kansas City, Mo., renews *Circle Arrow Show* on NBC for 52 weeks from Oct. 3, through Bruce B. Brewer and Co., Kansas City. Cincinnati-originated program is aired on 57-station regional network, and stars Ann Ryan and Rome Johnson, vocalists, Swanee River Boys and Buccaneers.

**PROCTER & GAMBLE'S** *Joyce Jordan, M.D.*, heard daily 10:45-11 a.m. on ABC, will be replaced on Oct. 11 by new P&G daytime serial which has not yet been titled. New program will be produced by Show Productions, Dancer-Fitzgerald-Sample, Chicago, radio producing subsidiary.

**STANDARD OIL Co. of Calif.**, San Francisco (petroleum products), has renewed sponsorship of *Let George Do It* on full Don Lee network plus nine intermountain stations, three Arizona affiliates, KCKY Coolidge; KWOL Phoenix; KCNA Tucson, and the Aloha Island Group (four stations), Mon. 8-8:30 p.m. (PDST). Contract is for 52 weeks. Agency: BBDO, Hollywood.

**LIGGETT & MYERS TOBACCO Co.** expands its current spot announcement campaign for Chesterfield Cigarettes to include Paramount TV stations WBKB Chicago and KTLA Los Angeles. Contract is for 26 weeks. Newell-Emmett Co., New York is agency.

**LEVER BROS. Ltd.**, Toronto (Pepsodent), plan to start about Sept. 22 *My Friend Irma* till end of 1948, on Canadian network. Net and time of delayed program have not yet been decided. Agency: Ruthrauff & Ryan, Toronto.

**HARTZ MOUNTAIN PRODUCTS Co.**, New York (bird food), has ordered 15-minute transcribed *Canary Pet Show* for 39 and 52 weeks effective Sept. 26 on 59 coast-to-coast stations, including Don Lee Network. Only 13-week contract was signed for WMAQ Chicago. Agency: George H. Hartman Co., Chicago.

*DIRECTORS of the AP Rocky Mountain Broadcasters Assn. are (l to r) Mr. Kahle, Mr. Hardy and Mr. Robischon.*

* * *

## Stations Form AP Group In Rocky Mountain Area

AP member stations in five Western states formed The AP Rocky Mountain Broadcasters Assn. during the NAB District 14 meeting at Yellowstone Park. The group is designed to bring about more effective radio participation in the cooperative's news service.

Three directors will study news reports filed on three circuits which serve Colorado, Wyoming, Utah, Idaho and Montana. Douglas Kahle KCOL Fort Collins, is director of the Colorado-Wyoming area; Ralph Hardy, KSL Salt Lake City, directs the Utah-Idaho circuit, and Franz Robischon, KBMY Billings, is director for Montana.

The directors elected Mr. Hardy as overall chairman of the association. Each director will be assisted by two or three member representatives in his area. Next meeting will be held when NAB District 14 meets again.

## Wrong Approach!

A DISCOURAGING note has been sounded for any would-be Don Juan radio attorney who might have been contemplating a show of charm or attentiveness to influence decisions of the FCC's Lady Commissioner. An article in the Sept. 5 edition of *The American Weekly* throws cold water on such enterprising thoughts with the assertion that Miss Frieda B. Hennock has never during her 22-year career "mixed business and social life—never has she found a man who interested her as much as her work." "The wives of clients who don't understand career women have cost me a fortune," the author quotes Miss Hennock as saying. According to the author, "she's been so busy, in fact, that she's never found time for romance."

ZETKA TELEVISION TUBES Inc., Clifton, N. J., is expanding its facilities for producing 12-inch and 15-inch receiver viewing tubes and is offering its common stock to public at $1 dollar a share to finance expansion. Willis E. Burnside & Co., New York, is underwriter. Zetka expects soon to achieve production schedule of 2,000 tubes a month.

IN BALTIMORE

WBAL

and *only* WBAL

OFFERS BOTH!

The Greatest Shows
in Radio
are on WBAL

1090 Kilocycles • 50,000 Watts
N B C Affiliate

The Greatest Shows
in Television
are on WBAL-TV

32,600 Watts (Effective Power)
Channel 11 • N B C Affitiate

WBAL and WBAL-TV • 2610 North Charles Street • Baltimore 18, Md.

# Some of the Growing List of LOCAL and NATIONAL Advertisers who use BOTH *WBAL* and *WBAL-TV*

- CAMEL
- GENERAL ELECTRIC GE
- Firestone
- **ARROW BEER**
  Globe Brewery, Inc., Baltimore, Md.
- Esso
- HUTZLER BROTHERS CO.
  HBCo.
- MAXWELL HOUSE
- BULOVA
- LUCKY STRIKE
  LUCKY STRIKE IT'S TOASTED
- Chesterfield
- *Swift & Company*
  SWIFT QUALITY FOODS
- KRAFT K
- REM
- JELLO
- Athey's PAINTS
- S. & N. Katz
  JEWELRY STORES
- DAVIDSON TRANSFER & STORAGE CO.
- The University Motor Co.
  Ford
- Martin J. Barry
  LINCOLN & MERCURY DEALERS
- KOESTER'S
  BAKERY
- BURKE-SAVAGE TIRE CO.
  US ROYAL TIRES

# Editorial

## A Freeze in Time . . .

THE FUTURE of television may stand or fall on the outcome of the series of deliberations upon which FCC embarked last week.

FCC Chairman Wayne Coy succinctly defined the dilemma as "a basic conflict in the desires of the industry to obtain stations with large service areas and at the same time have a large number of assignments in each of the various cities." A partial solution may come out of the high-band hearings which start today (Monday), if the use of channels in the 475-890 mc range, or part of it, appears feasible. But channels are not the only problem.

The Commission also faces the fundamental question of technical standards on which the present low-band channels are to be allocated and used. Are existing standards and allocations policies sufficient, or should they be revised? The answer requires administrative wisdom and resourceful engineering.

We think the Commission has acted constructively in its current efforts to dispel the uncertainties which becloud the future of television. We think it has made a wise start in calling upon the experience and genius of the broadcasters and manufacturers, who should share in the formulation of basic decisions under which they must live.

The end result must be stability. The alternative is inevitable chaos.

There may be a temporary "freeze" of the FCC TV licensing function until these basic problems are solved and the rules of the game written. This possible hiatus is a small price to pay for future stability. For then broadcasters and public alike will know where they are going. They will invest with the assurance that obsolescense will not set in overnight. The whole TV art will move forward with the confidence that a venture of this magnitude must have for orderly development.

## $1 Will Get You 100!

HAVE YOU noticed the national consumer weeklies lately? And the metropolitan newspapers? They're carrying unusually heavy lineage. It's the kind of volume you usually see around Christmas time.

Radio business, generally, isn't bad either. But there are many more radio mouths to be fed. Magazines remain fairly static, while the trend is to newspaper mergers.

Why the noticeably heavy printed page volume? The stock market has been acting up—largely downward. Business generally is nervous because of the sabre-rattling. Credit has been tightened up to check inflation.

The answer unquestionably is that newspapers and magazines have been making the pitches for business on a scientific, organized scale. They started out before V-J Day. They have spent at the rate of a million a year (or better) in promotion.

The All-Industry Presentation Plan sponsored by NAB seeks $200,000 for the initial job of producing a motion picture to tell radio's sales story. It is being favorably received, with 400 stations already pledged. Its prime movers obviously regarded their plan as a first step.

Now a project for a *continuing campaign* to sell radio, espoused by Murray Carpenter, general manager of WPOR Portland, Me., is winning spontaneous support. It was proposed last month in Rochester. Every district meeting since has seen fit to urge the NAB board to consider the plan at its meeting in November. Cost and related data are being prepared.

Radio has the story. It isn't being told. It can't be told in one shot, no matter how massive the injection. Radio sells its prospects on consistency, to get results. It must sell that logic to itself before it can ring the national advertising doorbells in an integrated, continuing, all-inclusive campaign.

The chips are bigger—a million perhaps the first year—but so are the stakes. We're glad Mr. Carpenter had the courage, foresight and will to present his plan *now*. Radio's horizons are expanding. It takes dollars in exploitation to get the additional dollars needed to keep the transmitters spouting. Properly done, one will get you a hundred.

*PROPAGATION Expert Kenneth Norton, whose "Norton's Curves" led FM upstairs, not only offered a mass of technical data with his plan for television standards, but also had an erudite, if innocent, fling at phrase-turning. The flung phrase: "The virgin listener." The parenthetical definition: "One who now has no available service." Paging Dr. Kilocycle Kinsey.*

## The Spokane Word

SOMETHING really new has been added to the program rating melee. A proposal that Broadcast Measurement Bureau take over all measurement and appraisal of radio, (which really means adding the popularity ratings) was given a rousing vote by the 17th NAB District meeting last week at Spokane.

The suggestion, advanced by Saul Haas, president of KIRO Seattle, in our view, has merit. It warrants thorough study.

The history of the popularity rating services has been fraught with controversy from the beginning. First there was Crossley, which ANA clutched to its bosom. It went by the boards as the Hooper coincidentals took over. Now Hooper and Nielsen (with his audimeters) are at swords' points. There are other surveys.

All these services are private business ventures. Only those cities in which the stations will foot the bill are covered. There are complaints that the samples are too small, and allegations of injustices.

The rating services have been useful. But they are not optimum. BMB is a trade unit, supported by broadcasters' subscriptions, but operated by a tripartite board representing medium, agency and account. The basic structure would have to undergo sweeping change to extend BMB operations to program measurement. It would appear desirable to have agencies and advertisers share the cost.

But we're ahead of ourselves. Such a project can't be achieved overnight. There may be cogent reasons why it shouldn't be undertaken. The way to decide that is through a thorough airing of all facets of popularity ratings.

The Haas proposal should be considered by the full NAB membership at the annual convention in Chicago next April. It should go before the American Assn. of Advertising Agencies and the Assn. of National Advertisers at their upcoming conventions. Perhaps BMB may not be the agency to do it. But the nucleus and the machinery are there.

# Our Respects To—

HAROLD JEFFERSON NEWCOMB

THE PRECISION of a toolmaker and the imaginative ingenuity of a magician have been combined successfully by Harold Jefferson Newcomb, station and sales manager of WRJN Racine, Wis., for the past 20 years.

Skill and inventiveness are woven artfully into a station policy which he helped originate with the two principal stockholders of the Racine Broadcasting Corp., Frank R. Starbuck and Harry R. LePoidevin. Mr. Starbuck, who holds controlling interest, and Mr. LePoidevin are officers of the *Racine Journal-Times*, with which the station is affiliated.

WRJN's policy stresses local programming, with listeners concentrated in Racine, Kenosha and Milwaukee counties. Mr. Newcomb is a champion of civic projects, some backed by local public service programs which offer prizes to listeners who answer correctly such questions as "Who is the chief of police of Racine?" He has developed a strong news program schedule, with four daily shows featuring 50% local news gathered by staff reporters. Because of its public service aims, the station never minimizes its role in everyday community service.

It has one of the largest staffs among Wisconsin's 50-odd stations—18 fulltime and 12 parttime workers. Quartered on the top floor of a downtown Racine office building, the staff works in an informal and friendly atmosphere under a boss who inaugurated a "first-name calling" policy when he assumed charge. A Milwaukee staff, broadcasting from studios there two hours daily, specializes in programs of general interest to all listeners and of specific interest to residents of Milwaukee's south side.

Twenty-two years of broadcasting have confirmed Mr. Newcomb's original reason for entering the then-new profession in 1926—"There are refreshing developments daily and nothing in the game is static, except those occasional outbursts in transmission! I would never desert radio for anything else!"

Selling has been Harold Newcomb's forte for the past 30 years. After working as display salesman for the *Racine Journal-Times* "off and on for five years," he became interested in the experimental WRJN, sold to the Racine Broadcasting Corp. by "two promoters." For a year and a half he "stuck his nose" in WRJN at every opportunity, selling programs, writing advertising copy and rounding rough corners of production, promotion

*(Continued on page 92)*

"Music and women," Sam Pepys told his diary, "I cannot but give way to, whatever my business." And whatever their business... there are more than half a million New York families that cannot but give way to the music they love... as it comes to them over **WQXR** and **WQXR-FM.** They listen so steadily ... no other station in this biggest and richest of all markets can reach them so effectively. These families love good things as they love good music ... and can afford them, too. So whatever your business... business can be better if you'll let us help you reach these families — and reaching them, sell them — with the music they cannot but give way to. May we?

**WQXR**

AND WQXR-FM
RADIO STATIONS OF THE NEW YORK TIMES

## STRAUSS AUTO CHAIN REVEALS FALL PLANS

FALL television and radio plans for Strauss Stores, the New York automobile accessory chain with an estimated $200,000 annual budget, were revealed last week.

The chain of stores has bought Jack Eigen's *Meet Me at the Copa*, 49 hours a week, for 52 weeks on WINS New York. The program was formerly sponsored by Norman Pens. In addition, on Sept. 21 it starts a spot announcement campaign on WMCA New York, for 52 weeks. A similar campaign is expected to be used on all local New York stations.

The firm's television schedule started Sept. 14 with 20 spot announcements slated to be telecast before the Dodger baseball games on WCBS-TV. The company is also planning to buy spots prior to sports events on television stations WNBT, WPIX, and WJZ-TV.

William Warren Agency, New York, handles the account.

**CONFERRING on plans for new CBS television series, "America Speaks," are Dr. George H. Gallup (l), noted pollster, and Winthrop H. Smith, managing partner of Merrill Lynch, Pierce, Fenner and Beane, brokerage firm. Dr. Gallup will conduct series and the brokerage firm will sponsor it as a public service.**

## 'Familiar Music' Show Tops Canadian Ratings

AMERICAN network programs led in popularity in Canada during August, according to national ratings report of Elliott-Haynes Ltd., issued Sept. 10. First ten evening programs were *Album of Familiar Music* 14.1, *Twenty Questions* 10.5, *Mystery Theatre* 9.9, Robert Shaw Chorale 9.1, *Club 15* 8.5, *Music Hall* 7.9, *Pause That Refreshes* 7.8, *Contented Hour* 7.7, *Suspense* 6.9 Gillette Fights 6.4.

Leading daytime English network programs were *Big Sister* 13.2, *Ma Perkins* 12.8, *Pepper Young's Family* 12.7, *Lucy Linton* 12.5, and *Road of Life* 12.3. French-language evening programs during August were led by *Salon Metropole* with rating of 10.2, and French-language daytime programs were led by *Rue Principale* 18.9.

## Management

**NEIL C. CONKLIN**, commercial manager of KCRG and KCRK (FM Cedar Rapids, Iowa, became temporary general manager of the stations Sept. 14, replacing **GEORGE C. BIGGAR**, resigned. Mr. Biggar's future plans have not been announced.

**E. C. DAVIS**, vice president of KRIC and KRIC-FM Beaumont, Texas, has taken over duties of manager following resignation of **PHIL DUSENBURY**, now opening his own agency in Houston.

**HARRY M. EDGAR**, former commercial manager of CKWS Kingston, CKGB Timmins, Ont., and CHOK Sarnia, Ont., has been appointed manager of CJKL Kirkland Lake, Ont. He succeeds **BRIAN SHELLON**, who has been appointed manager of the affiliated Timmins "Daily Press."

**LEE HOGG**, formerly with Bozell & Jacobs Inc., Houston, Tex., has been appointed general manager of KCOH Houston.

**PERRY ELLIOTT**, former manager of WRLD West Point, Ga., has been named general manager of WMGY Montgomery.

**GAYLE V. GRUBB**, general manager of KGO San Francisco, will address Men's Forum of St. Paul's Episcopal Church in Burlingame, Calif. September 23 on television and how it will effect community.

**WILTON COBB**, general manager of WMAZ Macon, Ga., has been installed as vice president of Atlanta professional chapter of Sigma Delta Chi, national journalistic fraternity.

**CHARLES (Bud) BARRY**, ABC vice president in charge of programs, is in Hollywood from New York for 10 days of conferences.

**CLARK LUTHER** has resigned as general manager of KAKE Wichita, Kansas.

## 'PEAK OF SERVICE'
### N. O. Mayor Lauds Radio In Emergency

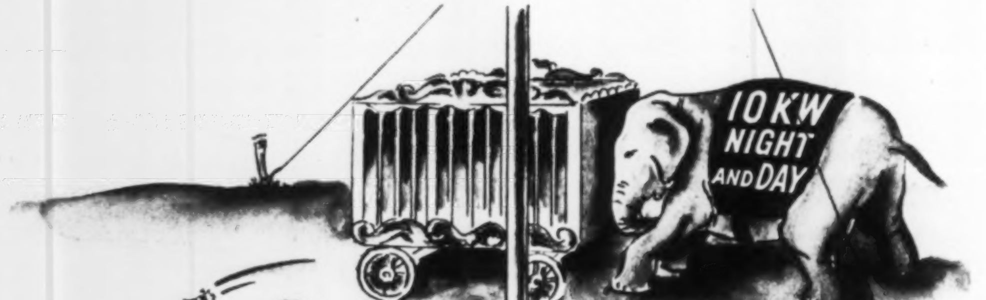
THE "FORCEFUL demonstration of radio at a peak of public service and usefulness" was commended by the Mayor of New Orleans after the early September hurricane emergency in that city.

In a letter to the FCC, Mayor deLesseps S. Morrison said that he wished "to express officially the appreciation of the city government . . . for the fine job radio did in the hurricane emergency." "New Orleans' radio stations displayed energy, initiative and good judgment in presenting latest available information to the people. They cooperated fully with and were an integral part of disaster preparation. They were an outstanding factor in minimizing public hysteria.

**Stations Named**

"These stations," he continued, "—WDSU WJBW WJMR WNOE WRCM WSMB WSMB-FM WTPS WTPS-FM WWL WWL-FM and WWEZ—have given a forceful demonstration of radio at a peak of public service and usefulness."

He praised the work of amateur radio operators as well as the Checker Cab Co. of N. O., whose cabs are equipped with FM. "Thus," Mayor Morrison concluded, "as in the Gulf hurricane of 1947, New Orleans radio did an excellent job and is deserving of commendation . . ."



IT'S THE POUNDING, POUNDING, POUNDING
IN PERFECT RHYTHM

that sets up a huge circus in a few hours ready to make money.

IT'S THE POUNDING, POUNDING, POUNDING

of your commercials in perfect timing with WPTR's listener-intriguing shows that sets up a demand for your product in the Albany-Schenectady-Troy area.

WPTR
PATROON BROADCASTING COMPANY
HOTEL TEN EYCK, ALBANY 1, N. Y.
Herb DuVal

# YOU MIGHT SCORE A KNOCKOUT IN 2 SECONDS*—

## BUT . . .

## YOU'LL NEVER WIN IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

**There's only one way to "knock 'em cold" with radio in Western Michigan—and that's by using home stations *in the area.* Here's why . . .**

**Because of some peculiar phenomenon of soil conditions and skywaves, "outside" stations simply don't get proper reception in Western Michigan. They come in weak, have lots of static, and fade badly. Hence most people in this area don't *even try* very much to get faraway stations. Instead, they listen to their own stations—and this *usually* means WKZO, Kalamazoo and WJEF, Grand Rapids.**

**Hooperatings show that WKZO and WJEF are the best buy you can make in Western Michigan. The figures for all periods are impressive—in some periods are actually *startling.* Write us, or ask Avery-Knodel, Inc., for all the facts.**

---

* *Battling Nelson knocked out Willie Rossler in 2 seconds on April 5, 1902 at Harvey, Illinois.*

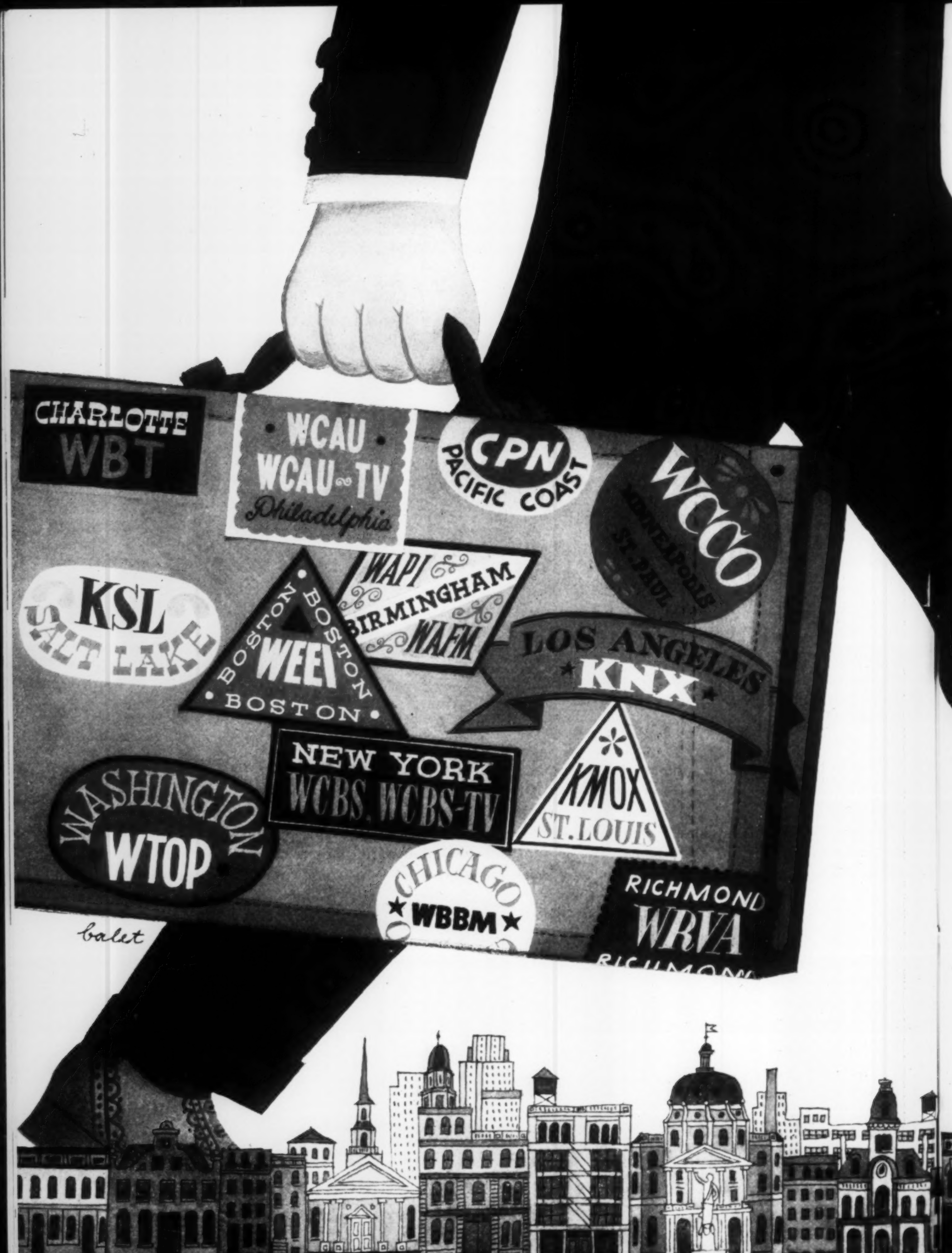
**WKZO**
*first* IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

**WJEF**
*first* IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY

**FETZER BROADCASTING COMPANY**

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES


CHARLOTTE
WBT
WCAU
WCAU-TV
Philadelphia
CPN
PACIFIC COAST
WCCO
MINNEAPOLIS
ST. PAUL
KSL
SALT LAKE
WAPI
BIRMINGHAM
WAFM
BOSTON
BOSTON
WEEI
BOSTON
LOS ANGELES
KNX
NEW YORK
WCBS, WCBS-TV
KMOX
ST. LOUIS
WASHINGTON
WTOP
CHICAGO
WBBM
RICHMOND
WRVA
balet

# Man about twelve towns

Radio Sales Account Executives get around—748,500 miles last year! Each hits the road—regularly—visits each of the stations he represents. Each talks (and listens, too) to local talent. Each studies the market. Each learns local listening likes and dislikes. From such repeated personal contact, each gains inside information on how you can use radio's best time and talent to meet and beat your sales quotas. To go to town in 12 of your most important markets, call our man about 12 towns.

**Radio Sales**

RADIO AND TELEVISION STATIONS
REPRESENTATIVE...CBS

## Tide Water Airing 103-Game Series

### Sponsors Coast College Football 23rd Year; 125 Outlets Used

BROADCAST of western college football games by Tide Water Associated Oil Co., San Francisco, marking its 23d consecutive year of sponsorship, was launched Sept. 17 with airing of Southern California-Utah game at Los Angeles.

Games are being carried over facilities of Mutual-Don Lee, Arizona Broadcasting System, Intermountain Network and a special network through Idaho, Oregon, Washington, California, Nevada and Hawaii. Total of 125 stations will air the 103-game schedule, which includes Pacific Coast Conference games and those of the U. of Portland, Utah, Nevada, Loyola, Santa Clara, San Francisco and St. Mary's College.

Oil firm's season sponsorship concludes Dec. 11 with broadcast of College of the Pacific vs. Hardin-Simmons Grape Bowl game at Lodi, Calif., on complete Pacific Coast Network of 55 stations.

## Rule Revisions Planned By Chicago Radio Club

MEMBERS of the Chicago Radio Management Club will vote at the luncheon meeting Wednesday on proposed amendments to the constitution and by-laws concerning membership, terms of office and meeting dates.

At the first fall meeting last Wednesday, President Mark Smith conducted an open discussion on revisions, which include extension of membership to all persons who have "an executive business interest in radio, TV and allied fields in Chicago." Other proposals—two-year term for four trustees, with two taking office each year, and alternate Wednesday meeting days rather than weekly.

# Commercial

**ADAM J. YOUNG Jr., Inc.**, New York, has been appointed national representative of KLAC-TV Los Angeles, which was scheduled to begin television operations Sept. 17. Contract is on temporary monthly basis pending completion of sale of station to Warner Bros., according to **DON FEDDERMAN** of KLAC.

**GEORGE F. McGARRETT**, former account executive with Foote, Cone & Belding, New York, has joined ABC as account executive on network sales staff. Mr. McGarrett previously was program manager in radio department of Young & Rubicam Inc., and before that was with CBS in executive programming posts.

**FRANK (Red Cross) CROWTHER**, commercial manager of WMAZ Macon, Ga., has been named chairman of Macon Chamber of Commerce's Christmas Parade, Santa Claus and Radio committee. Committee is making plans for Macon's 1948 Christmas holiday shopping season promotions.

**WILLIAM D. SCHUELER** has joined WITH Baltimore, as account executive. Mr. Schueler was formerly sales representative at WFBR Baltimore.

**E. WILSON WARDELL** has been appointed sales manager for CKLW Windsor, Ont. Mr. Wardell has been on sales staff of that station for nine years.

Mr. Wardell

**ROBERT D. McGEHEE** and **HARRY C. SULLIVAN** have joined sales staff of WATO Oak Ridge, Tenn.

**UNA KING**, former director of women's programs at WTHT Hartford, Conn., moved to that station's commercial department Sept. 13. Miss King will devote her time to local sales.

**DONALD D. SULLIVAN**, former commercial manager of WMT Cedar Rapids, Iowa, has joined WNAX Yankton-Sioux City, S. D., in same capacity.

Mr. Sullivan

**WILLIAM K. TREYNOR**, assistant to sales manager and director of traffic and continuity for WOL Washington, has been appointed account executive with that station.

**LOUISE NEWTON** has been appointed traffic manager of WIS and WIS-FM Columbia, S. C.

**VERNON STEDRY** has been promoted to sales manager of WJAG Norfolk, Neb.

## Iowa Tall Corn Network Expanded by 2 Stations

MANAGERS of stations of the Iowa Tall Corn Network at a recent meeting developed many new plans for the next two years of network operation, Ed Breen, network chairman announced.

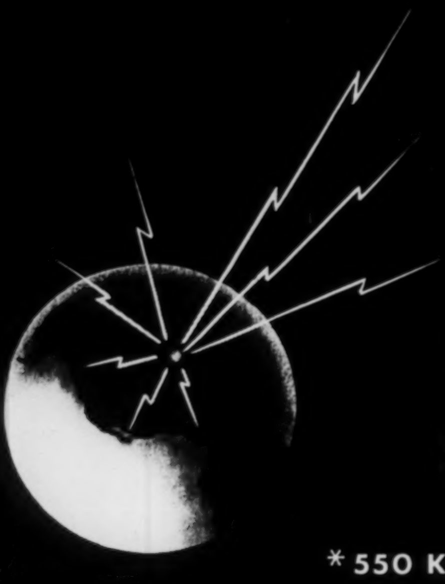
Two new stations, KSTT Davenport and KCRI Cedar Rapids, have been added, enlarging the network to 16 stations with a claimed coverage of more than 3 million people, Mr. Breen said.

J. P. McKinney & Son has been named national representative in the territory east of the Mississippi River, including Chicago, Milwaukee and all eastern territory. George W. Webber, manager of the network, will be the representative for the area west of the Mississippi River. Headquarters of the network is in Des Moines. Officers are Messrs. Breen and Webber, Ken Gordon, Morgan Sexton, Ben Sanders, vice chairmen, and George Volger, secretary.

**MARSHALL WELLS**, WJR Detroit farm editor, was awarded 4-H club plaque in recognition of his outstanding service to 4-H clubs of Michigan.

**MARILYN LASSEN**, WGN-TV Chicago public relations representative, discussed television programs as medium for sales promotion at meeting of Chicago Sales Executives Club.

with our new
5000-watt* nighttime signal



We Get Results more than ever

* 550 KC, TOO - RADIO'S MOST FAVORABLE WAVE LENGTH

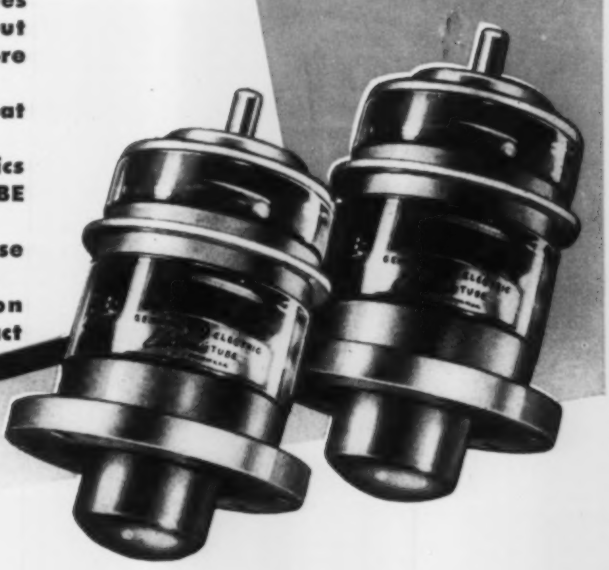
*Leo J. ("Fitz") Fitzpatrick*
*and*
*I. R. ("Ike") Lounsberry*

WGR 550 Broadcasting Corporation
RAND BUILDING, BUFFALO 3, NEW YORK
*National Representatives Free & Peters, Inc.*

# CLASS OF THE POWER-TUBE FIELD FOR FM AND TELEVISION

## GL-9C24 V-h-f Triode

- **POWER TO SPARE . . . two tubes "under wraps" will put out more than 10 kw in FM—more than 5 kw in television.**
- **FREQUENCY UP TO 220 MC at max plate input.**
- **All the electrical characteristics of ULTRA-MODERN H-F TUBE DESIGN.**
- **Sturdy and COMPACT for close side-by-side tube mounting.**
- **G-E RING SEAL construction gives generous terminal-contact areas.**



RATINGS

| | |
|---|---|
| Filament voltage | 6.3 v |
| Filament current | 240 amp |
| Grid-plate transconductance | 11,000 micromhos |
| Interelectrode capacitances: | |
| Grid-filament | 24 micromicrofarads |
| Grid-plate | 15.7 micromicrofarads |
| Plate-filament | 0.5 micromicrofarads |
| Type of cooling | water and forced air |
| Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions): | |
| Max voltage | 5,000 v |
| Max current | 2 amp |
| Max input | 10 kw |
| Max dissipation | 5 kw |
| *Useful power output, typical operation (at 4,000 v and 1.7 amp, band width 5 mc) | 3.4 kw |
| Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation): | |
| Max voltage | 6,500 v |
| Max current | 2 amp |
| Max input | 12 kw |
| Max dissipation | 5 kw |
| *Useful power output, typical operation (at 6,000 v and 1.3 amp) | 6.4 kw |

*Includes power transferred from driver to output of grounded-grid amplifier.

TODAY's better pictures, in many cases, owe a debt for sharpness and quality to the superior signal put on the air by General Electric's great power triode, GL-9C24. Newest transmitters with finer video performance, use GL-9C24's in push-pull for final output over both low and high-band channels.

In FM work, too, this tube has set noteworthy standards. With ratings in frequency and power that are ideal for the job—plus a wholly new design concept which outmodes earlier v-h-f types—the GL-9C24 is an example of detailed planning for efficiency.

When applied in a properly designed grounded-grid amplifier circuit, *no neutralization is necessary.* Lead inductance is extremely low. External metal parts are silver-plated, to cut r-f losses and provide better electrical contact surfaces. Fernico metal-to-glass seals are used throughout . . . this tube is long-lived, sturdy!

If you build transmitters and wish to benefit from the proved brilliant performance of Type GL-9C24, your nearby G-E electronics office gladly will give you further details.

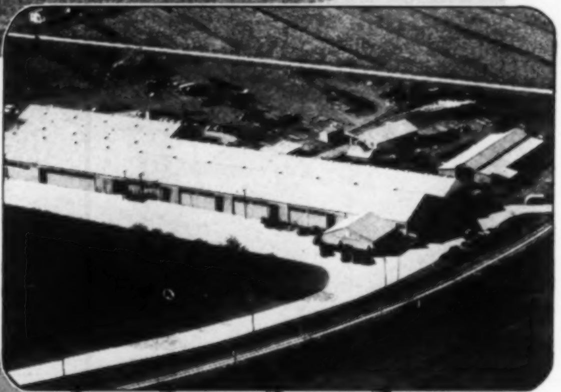
If you are a station operator or engineer, needing replacement tubes *of any type*—FM, television, or AM—see your local General Electric tube distributor or dealer for alert service! Besides showing the way in tube design, G.E. gets tubes to you fastest when you need them. *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

**GENERAL ELECTRIC**

161-G4-8850

FIRST AND GREATEST NAME IN ELECTRONICS

# Three Beauties of the Deep South



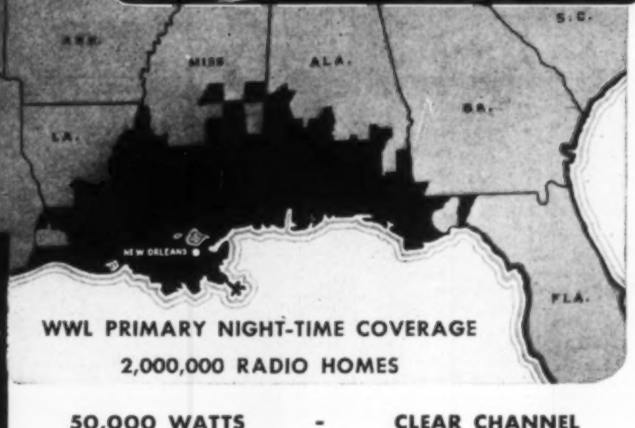
1. **"RIENZI",** Thibodaux, Louisiana—gem of early plantation architecture, and rich in romantic history.

2. **THOMSON MACHINERY COMPANY,** Thibodaux, Louisiana. Industries in the Deep South produce a great diversity of products—utilize vast quantities of the South's own natural resources. This helps explain why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. **WWL's COVERAGE OF THE DEEP SOUTH**

50,000 watts—high-power, low-cost dominance of this new-rich market.

*The Greatest SELLING Power in the South's Greatest City*



**WWL PRIMARY NIGHT-TIME COVERAGE**
**2,000,000 RADIO HOMES**

**WWL**
**NEW ORLEANS**
A DEPARTMENT OF LOYOLA UNIVERSITY

**50,000 WATTS - CLEAR CHANNEL**
**CBS AFFILIATE**
Represented Nationally by The Katz Agency, Inc.

## AFM Retreat

*(Continued from page 23)*

without violating the Taft-Hartley Law. Apparently he and his legal counsel believe that such a means can be found in the establishment of an impartial trusteeship. Some recording companies are known to have been as eager as Mr. Petrillo to uncover a loophole in the Taft-Hartley Law that would permit a continuation of royalty payments and hence the resumption of work by the AFM.

The plan was submitted by Mr. Petrillo to only four principals—Decca, RCA - Victor, Columbia Records, and A. Walter Socolow (attorney representing the combined transcription industry) but it was made clear that its proposals were offered to the industry as a whole. None would comment openly as to whether he believed it a solution, but a few were reported to be convinced the plan was not a successful circumvention of the Taft-Hartley Law. The plan, in essence, calls for the selection of an independent trustee who would collect and administer royalties paid by the record and transcription firms into the AFM welfare fund. Such royalties, which before the record ban became effective last Jan. 1 accumulated at the rate of about $2,000,000 annually, would continue to finance free public concerts given by the union as part of its effort to increase employment among its members.

The system would differ markedly from the pre-ban setup in that no royalties would be paid directly to the AFM, since such payments are illegal under the Taft-Hartley Law. The accrued royalty cash itself would be deposited in a bank, to be disbursed by the trustee but only with the union's knowledge and approval.

By and large, Mr. Petrillo's first and only formal peace proposal since his no-recording edict bears a marked resemblance to the so-called Kapp plan, submitted to the AFM president some weeks ago by Jack Kapp, president of Decca Records. It also contains elements of the Diamond plan, drafted by Mr. Petrillo's general counsel, Milton Diamond.

Both of these plans caused raised eyebrows in legal circles within the industy, and some of the same eyebrows went up again last week when Mr. Petrillo's own plan was given to the industry.

An attorney for one of the firms said that, while the fact the union itself has made a concrete settlement offer is a most heartening development, the issue remains far from settled. This view was shared by the counsel for another record firm, who indicated his belief that the Petrillo plan was the starting point for what may be a long series of peace talks among AFM officials, the record and transcription companies, and legal batteries of both camps.

While the text of the AFM plan was not made public, it was believed to call for the resumption of royalty payments into the AFM fund at the same rates in effect before the ban. These ranged from one-quarter cent for the smallest records up to five cents for the king-sized platters selling for about $2.

Industry observers were of the opinion that, in the event that the plan nears adoption, closest legal scrutiny will be made of the actual expenditure of the royalty monies. The Taft-Hartley Law is emphatic on the point that any such royalties must go to union members who have earned them in the pursuit of their profession. Mr. Petrillo is equally emphatic in his assertion that the AFM welfare fund has been and will be spent only to pay the union members for putting on free concerts.

However, there was some speculation in the industry on what conclusions a congressional labor group might draw from the fact that, by the AFM's own admission, a majority of its members are not full-time musicians, and that many of them now never set bow to string or lip to horn.

It will be remembered that as long ago as last spring, during the AFM national convention in Asbury Park, N. J., Mr. Petrillo permitted it to be known that he might, after all, back down somewhat on his vehement assertion that ". . . we will never make records again. That means not ever, doesn't it?"

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## Bond Geddes Improved

BOND GEDDES, executive vice president of the Radio Mfrs. Assn., is recuperating from an emergency appendectomy. He was stricken Sept. 12 while playing golf and underwent an operation a few hours later. Mr. Geddes was to have addressed the FM Assn. convention in Chicago Tuesday of next week.

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ROY BACUS, commercial manager of WBAP Fort Worth, recently authored review of Raymond F. Yates' "New Television" for Sunday Fort Worth "Star-Telegram" book page.

"Miss Sweet Six-Ten"

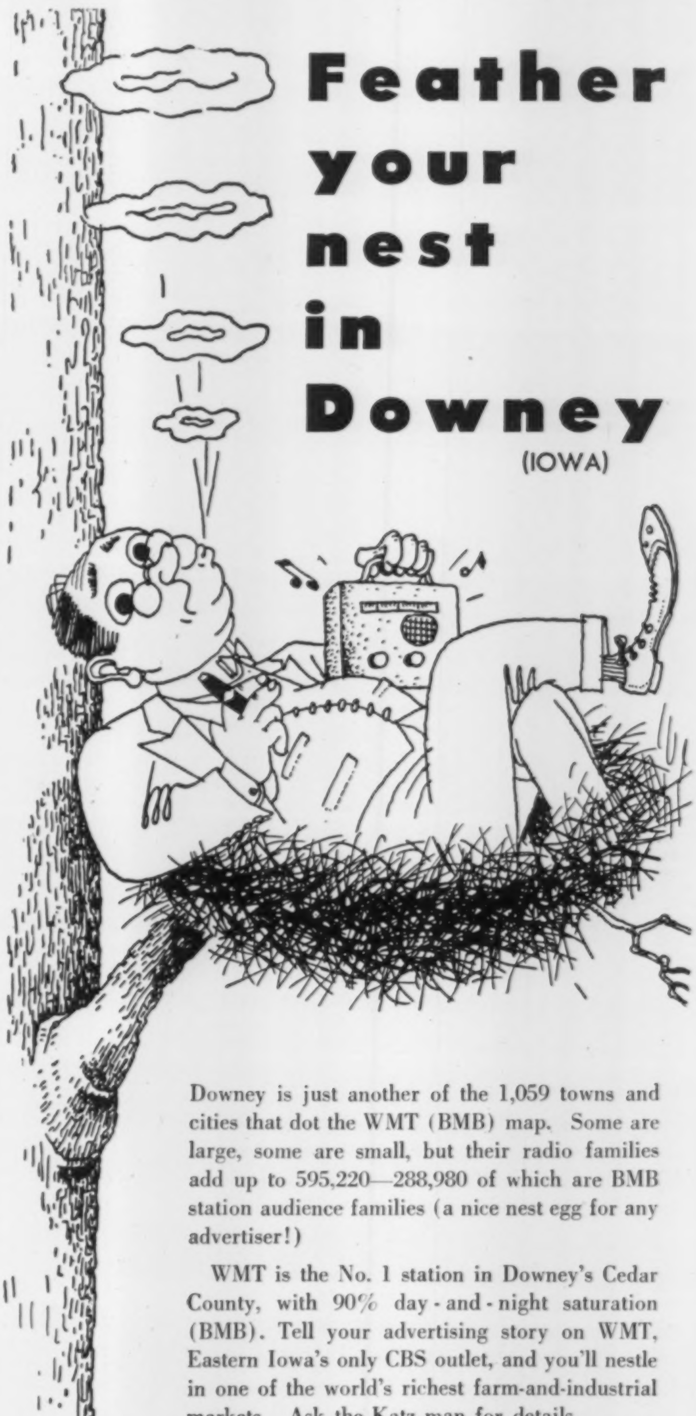
NOW!
610 Kc
1000 Watts

WSLS

*Serving Roanoke*
*and Southwest Virginia*

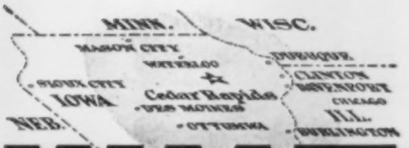
*Let* WEED AND COMPANY
TELL YOU THE COMPLETE STORY

**Feather your nest in Downey**
(IOWA)



Downey is just another of the 1,059 towns and cities that dot the WMT (BMB) map. Some are large, some are small, but their radio families add up to 595,220—288,980 of which are BMB station audience families (a nice nest egg for any advertiser!)

WMT is the No. 1 station in Downey's Cedar County, with 90% day - and - night saturation (BMB). Tell your advertising story on WMT, Eastern Iowa's only CBS outlet, and you'll nestle in one of the world's richest farm-and-industrial markets. Ask the Katz man for details.



WMT
GEDAR RAPIDS
5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

IN THE *Unique* SPOKANE MARKET

**Where the Farm Income Totals Over 307 Million Dollars with Spokane as its Only Metropolitan Retail Outlet**

**KGA's 50,000 WATTS** *of Protected Persuasive Power*

**Extends and Increases the Market**

*Ask Any Petrie Man!*

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

# FINAL ACTION

## *Three Proposed Grants, One Denial Made*

FINAL DECISIONS were adopted by FCC last week to:

Grant WHBQ Memphis, Tenn., switch from 250 w on 1400 kc to 5 kw day, 1 kw night on 560 kc, directional;

Grant Radio Television of Baltimore Inc., Baltimore, new daytime station on 1010 kc with 1 kw and deny WLOW Norfolk, Va., change from 1 kw daytime on 1590 kc to 5 kw fulltime on 1010 kc, directional night;

Grant Williamsport Radio Broadcasting Assoc. new station at Williamsport, Pa., on 1340 kc, 250 w fulltime, and deny request of Lycoming County Broadcasting Co. for same facilities.

WHBQ, a Mutual affiliate and owned by Harding College, will gain 1,035,305 persons daytime and 126,164 persons nighttime through its expanded service, FCC stated. Operation is limited to 13.4 milivolt contour at night. WHBQ would not interfere with the daytime service of any existing station but would affect 5.5% of the population proposed to be served by Radio Broadcasting Inc., applicant at Hot Springs, Ark. At night WHBQ would not displace the present service of any existing station, FCC said, but would interfere to a minor extent with the service to be rendered by KFDM Beaumont, Tex., when that station commences operation. KFDM's grant earlier had been made conditional upon whatever interference it might receive from the proposed WHBQ switch. WHBQ's request had been set for hearing on interference question.

### Follows Proposed Action

Conforming to its earlier proposed decision, FCC favored Radio Television of Baltimore over WLOW because the latter's proposed operation would violate the provisions of the North American Regional Broadcasting Agreement which reserves 1010 kc for use by Canada as a clear channel facility. The FCC has been making only daytime assignments on that channel, report explained.

The grantee holds a construction permit for WAAM, new television outlet being erected in Baltimore.

WLOW was granted permission by FCC, however, to dismiss its exceptions to the proposed decision and to amend its application to request switch instead to 1 kw daytime on 1410 kc. Radio Television is composed of the following: Ben and Herman Cohen, who have real estate and business interests in Baltimore, Washington, Norfolk and Portsmouth, Va., respectively president and vice president of firm and jointly holding 40% interest; Samuel Carliner, attorney, treasurer 20%; Herbert Levy, attorney, secretary 20%; Frederick L. Allman, chief owner WSIR Winter Haven, Fla., assistant treasurer 10%; and Norman Kal, head of Kal Adv., Washington, director 10%.

In its Williamsport action, FCC adhered to its ruling in both its proposed decision and supplemental proposed finding to favor Williamsport Radio Broadcasting Assoc. over Lycoming County Broadcasting Co. The Commission conclusion was based upon local residence and participation in station operation.

Williamsport Radio is equally owned by three partners: Harry J. W. Kiessling, Carl F. Stroehmann and William P. Wilson. Mr. Kiessling for many years has been in charge of commercial printing and engraving at Grit Pub. Co. and is vice president of that firm. Mr. Stroehmann is general manager and part owner of Stroehmann Bros. Co., operator of bakeries in Williamsport and other cities in Pennsylvania and New York. Mr. Wilson and his family own 50% of local Rialto Theatre.

### No Deliberate Actions

Two instances of undisclosed information relating to Williamsport Radio were declared by FCC not to constitute deliberate concealment by the applicant and hence did not affect firm's qualifications. One was the matter of alleged unsatisfied judgments against Frank E. Plankenhorn, an original partner of the firm, now withdrawn. The other related to a Federal Trade Commission cease and desist order directed to Mr. Stroehmann and bakery firms in which he held interest.

Principals in Lycoming County Broadcasting include the following: George Lewis, chief engineer WCAU Philadelphia, president 20%; John T. Keliher, general contracting and construction, vice president 15%; David P. Gillette, assistant technical director of WCAU, vice president 20%; Victor C. Wise, register of deeds and recorder of wills for Lycoming County and accountant, secretary-treasurer 2%; Joseph T. Connolly, charge of news, personnel and special events at WCAU, director 20%; Joseph P. Keliher, Lycoming County district attorney, director 20%, and Fred B. Wetzel, real estate and insurance, director 3%.

Meanwhile, in a decision announced earlier to renew the license of WGKV Charleston, W. Va. [BROADCASTING, Sept. 13], FCC reversed position it had taken in its proposed finding to deny renewal on grounds of alleged concealed ownership. The final ruling, in addition to renewing the WGKV license, approved transfer of control from Worth Kramer to Eugene R. Custer, Richard M. Venable and Floyd E. Price and transfer of control from Messrs. Custer, Venable and Price to Mr. Venable as sole owner.

### Adjustment Held Satisfactory

In its final finding, FCC concluded it "appears evident that when" Messrs. Venable and Custer "concurred in the arrangement to furnish false information to the Commission" they were "almost wholly ignorant of the field of radio broadcasting, provisions of the Communications Act, and the requirements of our Rules and Regulations." The report continued, "They relied heavily upon the advice of their counsel [William H.] Vodery, and of Worth Kramer, both of whom apparently held themselves out to be familiar with the field of radio broadcasting and the laws and regulations applicable in that field."

"Moreover," the FCC report said, "upon being apprised of the applicable requirements by Commission investigators, Custer and Venable were cooperative in helping the Commission obtain the full facts . . . They made full disclosure of the true facts both prior to and during the hearings . . . and advised us fully of the interest of Floyd E. Price." . . . In completely severing the connection with the station's affairs of Vodery and Kramer they appear to have taken the steps necessary.

WGKV, an NBC outlet, is assigned 250 w fulltime on 1490 kc.

**MEMO to: DICK GRAHL, WM. ESTY CO.:**

WCKY's Saturday DAILY HIT PARADE with a rating of 8.2* is the highest rated Saturday local musical program in Cincinnati.

* Pulse July-August 1948

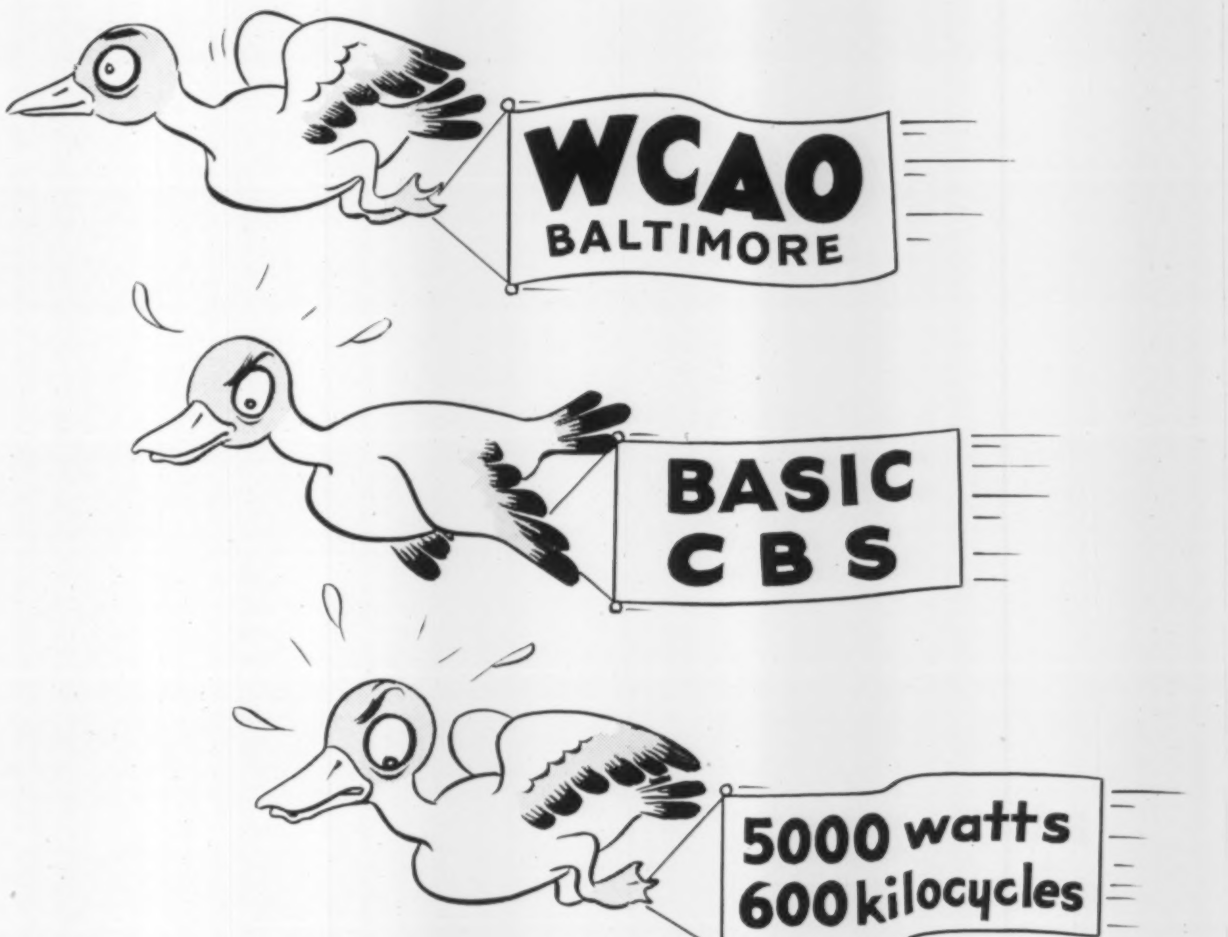
**50,000 WATTS OF SELLING POWER**

L. B. Wilson

**WCKY**

CINCINNATI

**ON THE AIR EVERYWHERE 24 HOURS A DAY**


WCAO
BALTIMORE
BASIC
CBS
5000 watts
600 kilocycles
PROMOTES
YOUR SHOW*

*Just ask your
Raymer representative

YOU CAN HEAR THE DIFFERENCE

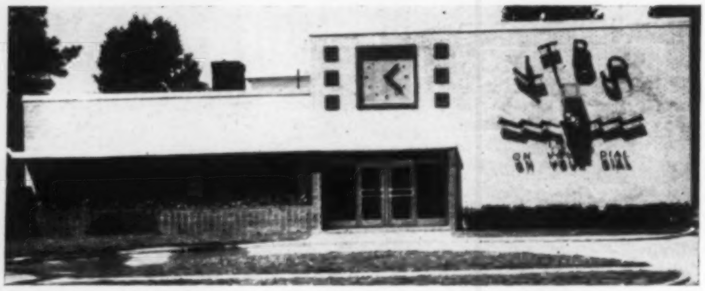
WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY

679,973,000
Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.
WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.

WCON
5000 WATTS • 550 KC



*A modern brick building is the new home of KTBS Shreveport, La.*

* * *

## *KTBS NOW IN ITS NEW HOME IN SHREVEPORT*

AS the first step in a large expansion program, KTBS Shreveport, La., has now occupied its new $300,000 Radio Center building on East Kings Highway in the Broadmoor section of that city.

Mr. Beaver

Another phase of the development program initiated by General Manager C. K. Beaver, who came to Shreveport two years ago from WOAI San Antonio, includes a power boost early this fall from 1 kw on 1480 kc to 10 kw day and 5 kw night on 710 kc. Simultaneously, an FM sister operation will commence. A KTBS application for television facilities is pending before the FCC.

The section of the new building accommodating the two main studios is two stories high. Studios feature polycylindrical windows and walls, the latter finished in natural birch wood. Personnel offices are located in the one-story section of the building and newsrooms and reception hall are in the middle section. Located on the second level of the middle section are the sponsors' booth, audition room, chief engineer's office and sales promotion and research offices. RCA studio and control equipment is used.

KTBS, an NBC affiliate since 1932, became a member of the Texas Quality Network last August.

Mr. Beaver recently expanded his staff to include Hellen Morton, former network organist, and Elisabeth Salassi, a Hollywood commentator. Deane Flett is program director and David Kent production chief.

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## WCOP FM Tower Up

ERECTION of an FM transmitting tower for WCOP Boston has been completed and the station expects to begin FM operations within a month, station officials report. The 54 foot RCA four section FM antenna is mounted on a 416 foot guide supporting tower, located on the same site as the station's AM transmitter at Lexington, Mass.

## WTTG (TV) Again Gets Arena Events Exclusive

WTTG, Washington outlet for the DuMont Television Network, has negotiated an agreement with Washington's Uline Arena which gives the station exclusive coverage of all events at the arena during the 1948-1949 season.

Professional basketball, hockey and wrestling are among features.

This is the third successive year WTTG has exclusively telecast from the arena.

## NBC Sun Valley Agenda

(*Continued from page 25*)

**Thurday, Sept. 24 (Cont'd)**

| | | |
|---|---|---|
| **Afternoon** | **Free** | |
| **Evening** | **Free** | |

**Friday, Sept. 24**

**Morning Session (Closed meeting—NBC and NBC affiliates only)**

**The Development of the NBC Television Network**

| | | |
|---|---|---|
| **10:00—10:20 a.m.** | **The Administrative Problems of a Television Network** | **S. N. Strotz** |
| **10:20—10:40 a.m.** | **The Economic Basis for a Television Network** | **W. S. Hedges** |
| **10:40—11:00 a.m.** | **The Sales Outlook for Television** | **H. C. Kopf** |
| **11:00—12:30 p.m.** | **Panel Discussion** | **Noran E. Kersta (Chairman)** |
| | **The Problems of a Television Affiliate** | |
| | **1. Operating a Major Market Station** | **Harry Bannister, WWJ-TV** |
| | **2. Short Cuts to Save Money** | **Walter J. Damm, WTMJ-TV** |
| | **3. The Lessons of a Decade in Television** | **Robert S. Peare, GE** |
| | **4. Operation of an Interconnected Affiliate** | **J. B. Conley, Westinghouse<br>R. V. Tooke, Philco<br>Harold Burke, WBAL-TV** |
| | **5. Operation of a Non-Interconnected Affiliate** | **Robert E. Dunville, WLWT<br>A. H. Kirchhofer, WBEN-TV<br>Stanley Hubbard, KSTP-TV** |
| | **6. Program Sources** | **Carleton Smith** |
| **12:30—12:50 p.m.** | **Some Technical Aspects of TV** | **O. B. Hanson** |
| **1:00 p.m.** | **Luncheon—Terrace** | |
| **Afternoon** | **Free** | |
| **Evening** | | |
| **7:00 p.m.** | **Cocktails—Dining room in the Lodge** | |
| **8:00 p.m.** | **Dinner—Dining room in the Lodge (Entertainment from Hollywood)** | |

**Saturday, Sept. 25**

| | | |
|---|---|---|
| **Morning Session** | | |
| **10:00—12:00 Noon** | **Reserved for informal discussion with affiliates.** | |
| **12:00—12:30 p.m.** | **Remarks** | **Niles Trammell** |
| | **Adjournment** | |
| **1:00 p.m.** | **Luncheon** | |
| **Afternoon** | **Free** | |
| **Evening** | **Free** | |

**Special train leaves Sun Valley for Chicago—(9:30 p.m. MT Saturday, September 25)**

Down in Carolina ☆ ☆ ☆ ☆
"Nothing Could Be Finer"
WNAO RALEIGH North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC.
Ask AVERY KNODEL, INC.

# Pick the *POWER* you need

## *take the performance for granted*

**8 WATTS**

**755A**

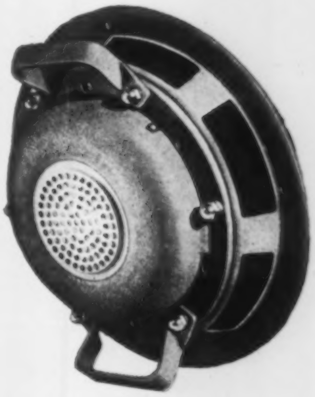
Combines outstanding quality with low cost and small space requirements. Frequency range 70 to 13,000 cycles. Coverage angle 70°. 8⅜" in diameter, 3⅛" deep. Requires only 2 cubic feet of enclosure space.

**20 WATTS**

**756A**

Ample power capacity for the great majority of applications—*plus* peak performance. Frequency range 65 to 10,000 cycles. Coverage angle 60°. 10¼" in diameter, 3¼" deep. Enclosure space 2½ cubic feet.

**30 WATTS**



**728B**

Ideal for use wherever extra high power is needed. Frequency response 60 to 10,000 cycles. Coverage angle 50°. 12 11/32" in diameter, 3 25/32" deep. 3 cubic feet of enclosure space.

THESE THREE direct radiators will meet practically all your requirements—studios, control room monitoring, cue and talkback, audition rooms, visitors' lounges, executive offices. Pick the ones you need on the basis of *power requirements.* You'll find superior *quality of reproduction* in all of them.

Get the full story of this Western Electric line from your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

**DISTRIBUTORS:** IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Co., Ltd.

*Distributed by* GraybaR OFFICES IN 100 PRINCIPAL CITIES

**Western Electric**

**—QUALITY COUNTS—**

KFMB
(AND KFMB-FM)
sells
SAN DIEGO

KFMB SELLS SAN DIEGO FROM THE "INSIDE"—MOVES YOUR PRODUCT IN—AND MOVES IT OUT . . . FAST!

1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

FEATURE FOR FALL!

Here's a Feature For Fall that can do a real job for you!

The Texas Rangers, stars of stage, screen, and radio, are America's largest and finest group, playing and singing Western tunes. The Texas Rangers have just released a new Bibletone "Cowboy Hymn" album—first of its kind.

The Texas Rangers music is transcribed vertically for high fidelity—America's *only* vertical cut transcriptions of western music.

You'll find them ideal for either FM or AM. They are priced right for your market and your station:

*Wire, Write or Phone for Complete Details*

THE
Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

## District 16

(*Continued from page 29*)

on "Better Programming for Greater Profits"; Don Petty on "Radio—Its Current Legal Problems"; Hugh M. P. Higgins on "All Radio Presentation"; Charles A. Batson on "Television—the Blue Chip Decision." Carl Haverlin reported on BMI.

In addition, Richard P. Doherty presided over an employer-employe relations clinic. Harry Butcher, owner of KIST Santa Barbara and president of the California State Broadcasters Assn., briefly reported on the development of the single state group to meet the statewide problems of California stations.

Jerry King, Standard Transcriptions executive, advised the broadcasters that, Petrillo or no, the transcription companies have found an answer in foreign recording. He reported that his firm had representatives in Europe and others were in the process of sending men abroad too. "Petrillo is licked and doesn't know it yet," Mr. King concluded.

Nine Resolutions were passed by the 16th NAB District meeting at the close of the two day sessions with Albert Johnson, general manager of KOY Phoenix, serving as chairman of the resolutions committee.

### Baseball Situation

Prime resolution concerned the difference in rates available to radio stations who seek baseball play-by-play information from Western Union as against that possible by United Press until latter was forced to terminate same by Western Union. Actual differential in price represented one sixth of the Western Union price in one California market. This was at KIST Santa Barbara, which found itself having to pay the same price for its Western Union service as a station in Los Angeles. Western Union contention is that common carrier requirements require it to charge the same rate to all.

The language of the resolution:

**"Whereas, the broadcasting of baseball is of unusual interest to a large number of listeners and whereas during the Spring of 1948 radio stations of the 16th District, particularly in the smaller markets, were able to obtain play-by-play information and to recreate major league games by service from United Press at a cost within their ability to pay; and whereas, after the public had been given this service for several weeks with widespread and enthusiastic approval, the play-by-play accounts as furnished by United Press were terminated with the explanation that the service had been rendered under an informal agreement with the major leagues with the understanding that play-by-play details would not be transmitted to broadcasters until after each game was completed, such informal agreement was withdrawn by the major leagues upon protest of Western Union which cited its formal contract for exclusive rights of major league games; and whereas the differential in price charged by United Press and Western Union to the small broadcaster was illustrated by the fact that in one smaller market the United Press rate was less than one-sixth the rate charged by Western Union; and whereas Western Union maintains that because it is a common carrier it must charge the same rate for its baseball service in a small market as the charges for the largest market such as the city of Los Angeles; and whereas the rendition of play-by-play recreations is of unusual interest to the smaller stations which cannot afford to pay the same rate as charged in the largest city, it is of great interest to the people living in the smaller cities; be it therefore resolved that the members of the 16th District respectfully invite the attention of the board of directors and officers of the National Association of Broadcasters to this inequitable situation and earnestly request that efforts be directed toward the end of obtaining such service from some source, on a basis of price to the broadcaster commensurate with the size of the market."**

Other resolutions "commended" Judge Justin Miller for his leadership and for manner in which he has vigorously and effectively espoused radio freedom; one favoring "appropriate use of the music of BMI"; another urging the board of directors of NAB to consider advisability of transcribed speeches made of discussions by Judge Miller of radio problems of general interest for distribution to and broadcast by NAB stations throughout the country; the NAB do what it can to effect per-program basis as well as blanket license of SESAC music; support of the "committee on observance" to be appointed by Judge Miller to encourage voluntary compliance with the NAB Standards of Practice; request to Bureau of Census to include a question in the 1950 census covering the number of American homes having AM, FM and TV sets; commendation of Calvin J. Smith, 16th District director for his leadership and conduct of the meeting; endorsement of the "All-Radio Presentation" and recommendation of active participation on part of member stations in the district.

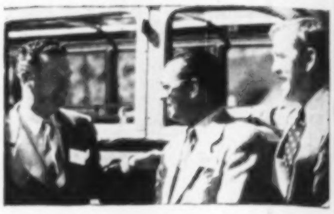
Besides Mr. Johnson, other members of Resolution Committee were Norman Ostloy, assistant to ABC Western vice president; Thomas Sharp, president KFSD San Diego; Ernest Spencer, president KVOE Santa Ana and Larry McDowell, manager KFOX Long Beach.

## $100 MOBILE UNIT

### Rig Built From War Surplus Shown for NAB Dist. 14

MOBILE unit costing under $100 and weighing less than 100 pounds was demonstrated at the NAB District 14 convention in Yellowstone Park by William C. Grove, general manager of KFBC Cheyenne, Wyo., who built the rig from war surplus equipment originally valued at $3,000.

The remote FM relay has performed successfully for two years, Mr. Grove said, pointing to its suitability for small market stations. The transmitter, receiver and cigar-box control panel are easily transported. He sent a good signal while driving through a canyon eight miles away.



**ARRIVING** a la tourist in Yellowstone Park for NAB District 14 meeting are (l to r) Rex Howell, KFXJ Grand Junction, Col., district small markets chairman; Albert N. Williams, U. of Denver radio instructor, and R. Russell Porter, coordinator of radio at the university.

## KCVR Lodi Authorized For Increase in Power

FINAL decision was adopted by FCC last Thursday to grant application of KCVR Lodi, Calif., for power increase on 1570 kc from 250 w to 1 kw, operating daytime only. The Commission denied by default the request of Del Paso Broadcasting Co. for new station at North Sacramento, Calif., on 1580 kc with 250 w day. Del Paso failed to appear at the hearing.

The grant is made subject to the condition that KCVR make prompt adjustment of all complaints of blanketing within the station's 250 milivolt per meter contour.

Del Paso Broadcasting is owned by Earl C. Cooper. KCVR is licensed to Central Valley Radio Co., a partnership of Herbert W. and David A. Brown.

TIP:
TURN TO DOUBLE SPREAD
OF THIS ISSUE

## NAB DISTRICT 16 REGISTRATION

**B**

Charles Batson, NAB; William J. Beaton, KWKW Pasadena; Headley Blatterman, KFI Los Angeles; Gene B. Brophy, KRUX Phoenix; Ed Buckalew, CBS, Hollywood; Harry C. Butcher, KIST Santa Barbara.

**C**

Pat Campbell, KHJ Los Angeles; Robert Coleson, Adv. Council of Los Angeles; Ned Connor, KRKD Los Angeles.

**D**

Walter Davison, Capitol Trans., Hollywood; Gene DeYoung, KERO Bakersfield; Richard P. Doherty, NAB; Glenn Dolberg, BMI, New York.

**E**

George Engstrom, TV applicant, Fresno.

**F**

Harold Fair, NAB; Hugh M. Feltis, BMB, New York; E. J. Frost, RCA Victor Division, San Francisco.

**G**

Sidney Gaynor, Don Lee Broadcasting System.

**H**

Kolin Hager, SESAC, New York; Richard Hasbrook, Avery Knodel, Inc., Los Angeles; Carl Haverlin, BMI, New York; Ray Helgesen, KCNA Tucson; Hugh M. P. Higgins, NAB; Royal Howard, NAB.

**J**

Albert Johnson, KOY Phoenix.

**K**

Jerry King, Standard Radio, Los Angeles; Thelma Kirchner, KGFJ Los Angeles.

**L**

Lee Little, KTUC Tucson.

**M**

C. P. MacGregor, C. P. MacGregor Co., Los Angeles; Ethel Mack, SCBA, Hollywood; Lawrence McDowell, KFOX Long Beach; Ben McGlashan, KGFJ Los Angeles; Harry Maizlish, KFWB Los Angeles; Maynard Marquardt, Ziv Co., Hollywood; Curtis Mason, KFI Los Angeles; John Merino, KFSD San Diego; Judge Justin Miller, NAB; Paul Minchin, Capitol Transcriptions, Hollywood.

**N**

R. J. Newman, RCA-Victor Division, San Francisco.

**O**

Doyle Osman, KXO El Centro; Norman J. Ostby, ABC, Hollywood.

**P**

Gil Paltridge, KGIL Van Nuys; Don Petty, NAB; Carl Phillips, Banning, Calif.; Congressman John Phillips, Banning, Calif.; Jennings Pierce, NBC, Hollywood.

**R**

Robert Reynolds, WJR Detroit; N. L. Rogers, F. W. Ziv Co., Los Angeles; Norman Rogers, KRNO San Bernardino; W. B. Ryan, KFI Los Angeles.

**S**

Wayne Sanders, KCNA Tucson; Calvin J. Smith, KFAC Los Angeles; Donner P. Spencer, KVOE Santa Ana; Ernest Spencer, KVOE Santa Ana; Carlyle Stevens, KFAC Los Angeles; Kevin Sweeny, KFI Los Angeles; Harold Swischer, United Press, Los Angeles.

**T**

Donn Tatum, attorney, Los Angeles; Don Thornburgh, KNX Hollywood; Ralph Tuchman, BROADCASTING, Los Angeles; Haan Tyler, KFI Los Angeles.

**V**

John Verga, Capitol Trans., Hollywood.

**W**

Pete Watts, KAGH Pasadena; Gene Williams, KREO Indio, Calif.; Jack Williams, KOY Phoenix; Lee Wynne, KGER Long Beach.

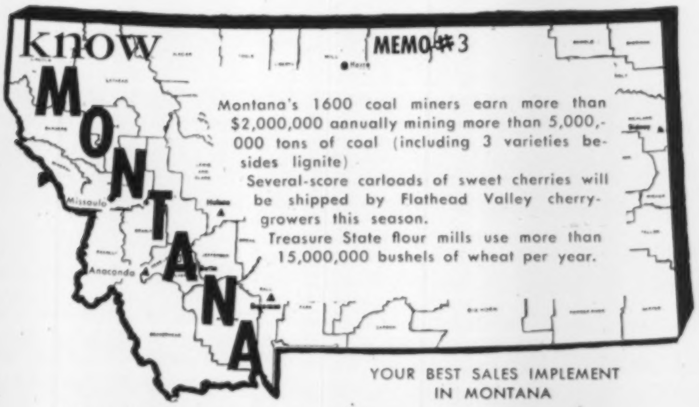
## IOWA RADIO NEWSMEN ELECT NEW OFFICERS

THE IOWA Assn. of Radio News Editors elected new officers and voted to expand its executive board to five members at its annual fall meeting in Des Moines, Sept. 4.

New president is Chuck Hilton, KGLO Mason City, who succeeds Richard Hull, general manager and program director of WOI Ames. Mr. Hull had served two terms.

Ken Peterson, KVFD Fort Dodge, was named vice president, and Art Barnes, WSUI Iowa City, secretary-treasurer. Two directors were chosen to make up the executive board with the three officers. The directors are Mel Nelson, WHO Des Moines, and Jim Bormann, WMT Cedar Rapids.

Dr. Adolph Voigt of the Atomic Research Center at Ames reviewed the case of Dr. John Condon, head of the U. S. Bureau of Standards, at a luncheon meeting of IARNE.



MEMO #3

Montana's 1600 coal miners earn more than $2,000,000 annually mining more than 5,000,000 tons of coal (including 3 varieties besides lignite)

Several-score carloads of sweet cherries will be shipped by Flathead Valley cherry-growers this season.

Treasure State flour mills use more than 15,000,000 bushels of wheat per year.

YOUR BEST SALES IMPLEMENT
IN MONTANA

The ART MOSBY STATIONS

CBS KGVO
5 KW DAY • 1 KW NITE
MISSOULA

KANA · KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW IN PROGRESS
MONTANA

## Dr. Bown of Bell To Get IRE Award

### Engineers Commend 31 Members For 'Distinguished Service'

INSTITUTE of Radio Engineers will award its medal of honor to Ralph Bown, director of research of Bell Telephone Laboratories, the IRE board announced Sept. 9 at its monthly meeting.

Dr. Bown, whose work in broadcasting, ship-to-shore and overseas telephony won him an international reputation, was IRE president in 1926, the year he received the Institute's Morris Liebmann award for his distinguished research in wave transmission phenomena. Specializing in radar as a division member of the National Defense Research Committee, he was sent to England in 1941 by the U. S. Government to study radar operations under war conditions. Dr. Bown subsequently served as expert consultant to the Secretary of War.

The IRE medal of honor, awarded annually for "distinguished service rendered through substantial and important advancement in the science and art of radio communication," will be presented to Dr. Bown at its convention in San Francisco next March.

The IRE board also announced the election of 31 members to the Grade of Fellow, a distinction based on "eminence and distinguished service" in the field. They are:

H. A. Affel, Bell Telephone Laboratories, New York; K. C. Black, Aircraft Radio Corporation, Boonton, N. J.; J. E. Brown, Zenith Radio Corporation, Chicago; Cledo Brunetti, National Bureau of Standards, Washington; W. L. Carlson, RCA Laboratories, Princeton, N. J.; P. S. Carter, RCA Laboratories, Rocky Point, N. Y.; F. E. D'Humy, Western Union Telegraph Co., New York; John N. Dyer, Airborne Instruments Laboratory, Mineola, N. Y.; L. A. Bebhard, Naval Research Laboratory, Washington; T. T. Goldsmith Jr., Allen B. DuMont Laboratories, Passaic; F. W. Grover, Union College, Schenectady; E. A. Guillemin, Massachusetts Institute of Technology, Cambridge; Ross Gunn, U. S. Weather Bureau, Washington; A. V. Haeff, Naval Research Laboratory, Washington; L. C. Holmes, Stromberg-Carlson Co., Rochester; J. Kelly Johnson, consulting engineer, New York; S. R. Kantebet, Government of India Overseas Communication Service, Bombay, India; W. B. Lodge, CBS, New York; K. A. MacKinnon, consulting engineer, Ottawa, Ontario; H. F. Olson, RCA Laboratories, Princeton; G. D. O'Neill, Sylvania Electric Products Inc., Flushing, N. Y.; L. S. Payne, Canadian Marconi Co. Ltd., Montreal; L. M. Price, Radio Valve Co. of Canada, Toronto; H. J. Reich, Yale U., New Haven; J. D. Reid, Crosley Division of Avco Manufacturing Corp., Cincinnati; Karl Spangenberg, Stanford U., Palo Alto, Calif.; George Sterling, FCC, Washington; C. E. Strong, Standard Telephones and Cables Ltd., London; Franz Tank, Insitut fur Hochfrequenz Technik, Zurich, Switzerland; W. N. Tuttle, General Radio Co., Cambridge; I. R. Weir, General Electric Co., Syracuse.

## NAB Campaign Booklet

NAB is publishing a new version of its tips to political candidates, titled "Is Your Hat in the Ring?" The booklet was first issued in 1940, revised in 1944. A completely rewritten version has been prepared for the current campaign.

WNJR
PRESENTS

Hetherington
. . . from Berlin

Wm. G. Hetherington, the Newark News-WNJR correspondent-commentator, is making radio history with his broadcasts from Milan, Rome, Tel Aviv, Berlin, and Cairo for WNJR.

•

NOW AVAILABLE

Sunday 6:45 PM Wednesday 7:45 PM
1430 Kc. 5000 Watts

WNJR 91-93 Halsey Street
Newark, New Jersey

the radio station of the
Newark News

THE MAINE COMBINATION

WGUY
ABC IN BANGOR
250 WATTS
WGAN
CBS IN PORTLAND
5000 WATTS

GUY GANNETT
BROADCASTING SERVICES
WGUY-FM WGAN-FM
National Representative
PAUL H. RAYMER

# STATION TRANSFERS

## 11 Ask FCC Approval

APPLICATIONS for transfer of controling interest in 11 stations were filed last week with the FCC. Three of the transfers involve the radio holdings of Burridge D. Butler, deceased *Prairie Farmer* publisher and broadcaster.

Largest of these transfers involves $100,000 purchase by KOY Phoenix, Ariz., of its own stock which was held by Mr. Butler. KTUC Tucson, Ariz., purchases 160 shares of its stock from the Butler estate for $24,000. Both transactions return the stock to the treasury of the licensee companies with the money going to the estate of Mr. Butler. Half of the stock held in Prairie Farmer Pub. Co., sole owner of Agricultural Broadcasting Co., licensee of WLS Chicago, is transferred to Mr. Butler's widow, Ina H. Butler. This stock is transferred from the estate to her and no consideration is involved.

Dietrich Dirks pays $60,800 for 608 shares of unissued stock to gain control of Commercial Associates Inc., permittee of KCMO Sioux City, Iowa. He now holds 50% in Sioux City Broadcasting Co., permittee of KTRI that city, but plans to dispose of that interest.

K. L. McConchie acquires 20% interest in KTAE Taylor, Tex., through purchase of the interest of Ross K. Prescott for $10,000.

Details of the transactions follow:

**WKBC North Wilkesboro, N. C.—Assignment of license from John T. Cashion and Dorris B. Brown doing business as Wilkes Broadcasting Co. to new partnership of same name. R. B. Potter, commercial manager of station, becomes 1/3 owner for $4,500. He purchases 45 shares—15 from Mr. Cashion, 15 from Mrs. Brown and 15 from treasury. Mrs. Brown is one-third owner of WASL Annapolis, Md.**

**KOY Phoenix, Ariz.—Transfer of control of 1,000 shares from Thomas E. Murphy and James E. Edwards, co-executors of the will of Burridge D. Buttler, deceased, to Salt River Valley Broadcasting Co., licensee. Stock is purchased by the company for $100,000. Outstanding stock after the transfer would be held by Glenn Snyder, vice president 34.28%; George R. Cook, treasurer 34.28%; Albert D. Johnson, vice president 8.57%; John L. Hogg, president 8.57%; John R. Williams, secretary 8.57%, and Irving A. Jennings, director 5.73%.**

**KGIL San Fernando, Calif.—Transfer of 1,325 of total 2,500 shares Class B voting stock in San Fernando Broadcasting Co., licensee, from estate of C. P. M. Allen to F. J. Smalley Jr. Mr. Smalley also buys 600 shares of Class A non-voting stock and becomes president and general manager of station. Price paid for stock is $10 a share. Mr. Smalley has not been in business since March 1947 but previous to that was with KRKD and KFVD Los Angeles and Smith, Bull & McCreery, that city.**

**WKAP WKAP-FM Allentown, Pa.—Assignment of license of WKAP and permit of WKAP-FM from an equal partnership composed of N. Joe Rahall, Sam G. Rahall, Farris E. Rahall and Deem F. Rahall, brothers, to new corporation with same parties all holding equal interest.**

**WLS Chicago—Transfer of control of 1,750 shares of common stock in Prairie Farmer Pub. Co., which holds all stock in Agricultural Broadcasting Co., WLS licensee, from Thomas E. Murphy and James E. Edwards, co-executors of the will of Burridge D. Butler, deceased, to his wife, Ina H. Butler.**

**WHSY Hattiesburg, Miss.—Transfer of construction permit of WHSY from Charles W. Holt, Marvin Ruben and Vernon J. Cheek doing business as Hub City Broadcasting Co. to new corporation, Hub City Broadcasting Co. Inc. Original members each hold 25% of stock in new corporation and William W. Hunt and Howard E. Pill each buy 12½% of previously unissued stock for $4,000 each. Mr. Hunt is stockholder in WTOK Meridian, Miss., and Mr. Pill holds stock in WSFA Montgomery, Ala.; WDAK Columbus, Ga., and WTOK.**

**WIRC Hickory, N. C.—Transfer of construction permit from Edmond H. Smith Jr., individual, to Foothills Broadcasting Inc., new corporation in which Mr. Smith will hold all stock except directors' qualifying shares, to be held by his wife, Margaret A. Smith, and an attorney, Theodore F. Cummings.**

**KEEN San Jose, Calif.—Assignment of license from United Broadcasting Co., co-partnership, to United Broadcasting Corp., composed of the same principals. Each of the following holds 20%: George M. Mardikian, president; George Snell, secretary-treasurer; B. Floyd Farr. vice president and general manager; Sam A. Melnicoe and Alfred Aram.**

**KCOM Sioux City, Iowa—Acquisition of control in Commercial Associates Inc., permittee, by Dietrich Dirks through purchase of 608 shares of unissued stock for $60,800. Mr. Dirks also will purchase 42 of 92 shares held by C. M. Corbett for $4,200. He will then hold 650 of total 975 shares. Mr. Dirks now holds 50% in KTRI Sioux City, but will sell that holding if transfer is approved.**

**KTAE Taylor, Tex.—Assignment of license of Williamson County Broadcasting Co., licensee, from Graham Conoley, Dr. Raymond Garrett and Ross K. Prescott to new partnership composed of Mr. Conoley, Dr. Garrett and K. L. McConchie, partner in Taylor Motor Co. Mr. Prescott sells his 20% interest for $10,000. The other two partners retain 40% each.**

**KTUC Tucson, Ariz.—Transfer of control of 160 shares in Tucson Broadcasting Co., licensee, from Thomas E. Murry and James E. Edwards, co-executors of the will of Burridge D. Butler, deceased, to Tucson Broadcasting Co. Stock is bought by the corporation for $24,000. Outstanding stock after transfer would be held 39.29% by Glenn Snyder, vice president; 39.29% by George R. Cook, treasurer, and 21.42% by Lee Little, president.**

## Polio Drive Stunt

IN POLIO - STRICKEN North Carolina radio appeals for assistance in the anti-polio drive are not unusual, but Jimmy Morris, WSAT Salisbury, N. C., disc jockey, gave the idea a new twist. He jokingly remarked on his program that he would climb the WSAT tower for a $25 donation. Within minutes, the station reports, he received a call offering $26.50, the extra $1.50 for hanging by his knees from the top of the tower. Jimmy did just that, and WSAT has pictures to prove it.

# SANDERS SUCCESSOR TO LOTTRIDGE AT WOC

APPOINTMENT of Ernie Sanders, associated for years with Des Moines, Ia., radio operation, as manager of WOC Davenport was announced last week by Col. B. J. Palmer, president of Tri-City Broadcasting Co. and Central Broadcasting Co., licensees of WOC and WHO respectively.

Mr. Sanders succeeds Buryl Lottridge, who was also WOC vice president, effective Oct. 1. Mr. Lottridge will enter the television field in Chicago, it was understood.

Mr. Lottridge last month took active part in the experimental intra-store television project conducted by WOC with the cooperation of RCA. His decision to resign and enter Chicago TV stemmed from his growing interest in the medium.

The Swing is to WHB in Kansas City

10,000 WATTS IN KANSAS CITY
WHB
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER
Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

In Cleveland, sleeping isn't as popular as it used to be. Y'see, our listeners and your potential customers have found that staying awake from 12-midnight-to-1 is more fun when Larry Krupp sees that ANYTHING GOES!

So if your sales have been sleepy in the great Cleveland market, wake 'em up with ANYTHING GOES!

Ask Headley-Reed.

BILL O'NEIL, *President*

WJW
CLEVELAND

BASIC
ABC Network

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

CHNS
The Shortest Route
To Results in
This Area Is Via

HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York

5000 WATTS
NOW!

# FREE LANCERS

## RWG Is Given Agencies' 'Employe' Definition

A COMMITTEE representing the New York advertising agencies which have been negotiating with the Radio Writers Guild in an attempt to reach an agreement covering free lance radio writers, last week sent the union its definition of the word "employe" as applied to free lance writers.

The agency representatives said the following definition would be acceptable to them "if and when" the Guild asks the National Labor Relations Board for certification as the bargaining agent for all free lance radio writers:

**"Any agreement shall cover and shall apply only to free lance writers (as distinct from writers on staff) who are employes of the company while engaged in employe activities (as distinct from independent contractors) and are employed to render personal writing services in the preparation of 'material' (as hereafter to be defined) for radio programs, including, but without limiting the meaning of the term 'employe' as used above, any such employe-writer as to whom the company by contract shall have the right to direct and control the performance of such writer's personal services in making revisions, modifications or changes in material originally prepared by such writer."**

The definition was contained in a letter sent by the agency committee to Erik Barnouw, RWG president. Disagreement between the union and the agencies on what constitutes an employe has been one of the issues standing in the way of a settlement. The agencies have expressed the opinion that the Guild's own definition of "employe" was "unacceptable from a legal point of view."

The agency letter, signed by Leonard T. Bush, of Compton Advertising, chairman; Louis N. Brockway, Young & Rubicam, and Walter Craig, Benton & Bowles, says that such a definition is of vital importance because an agreement on prices with independent contractors, as distinguished from actual employes, would be "a price fixing combination" and as such illegal under the anti-trust laws.

Although Mr. Barnouw was not available for comment last week, the Guild's executive secretary, Roy Langham, said that the agency definition would be presented to the councils of the union's key locals for consideration. He indicated that the union's reaction to the agency statement will be made public this week.

MUTUAL'S
MOST POWERFUL
VOICE IN GEORGIA
5000 WATTS
DAY AND NIGHT
WRGA
WRGA-FM
HAPPY QUARLES GENERAL MANAGER
MUTUAL BROADCASTING SYSTEM
REPRESENTED BY
[illegible]
ROME, GEORGIA

## BOSTON RADIO CLUB WILL MEET SEPT. 29

FIRST meeting of the Radio Executives Club of Boston for the 1948-49 season will be held Sept. 29, 12:30 p.m., at the Hotel Touraine, with election of officers as first item on the program.

The club was set in motion last summer. Constitution and by-laws patterned after those of the New York club were tentatively approved at a meeting of Boston radio executives held July 29. Harold Fellows, WEEI, presided at that meeting, with Jan Gilbert, radio director of Harold Cabot & Co., temporary secretary. Membership committee is headed by Nona Kirby, WLAW Lawrence.

A nominating committee was named at that time to submit a slate of candidates. It was headed by C. Herbert Masse, WBZ. William B. McGrath, WHDH, was named to prepare constitution and by-laws. Radio executives from all New England stations will be eligible to membership.

## WXYZ-TV TO COMPLETE MIDWEST TV NETWORK

WXYZ-TV Detroit, opening Oct. 9, will complete the coaxial system joining Chicago, Cleveland, Buffalo, St. Louis and Milwaukee. Link is supplemented by microwave relay between Detroit and Toledo, already connected. Exchange programs are expected from the East early in the year, according to James G. Riddell, general manager of WXYZ AM, TV and FM. Before year's end, ABC expects to have video stations operating also in Los Angeles and San Francisco. In addition to programming from these five key cities, the network will establish three preliminary regional circuits, from which an overall national TV network will be developed later, Mr. Riddell said.

New 40,000-pound TV and FM tower, mounted atop the Maccabees Bldg. and anchored to concrete beams at the 15th floor level, is in the "last stages of construction," he added. Placed 469 feet above ground level, it replaces the 187-foot radio tower and antenna, dismantled at cost of $50,000.

Facilities will include nine studio cameras, one complete remote unit and a film projection unit. Studios and control room will be constructed on the 15th floor of the building, centered in the city's art district, with a main floor auditorium to be used as an audience studio.

## *Upcoming*

**Sept. 27-29:** FM Assn. annual convention, Hotel Sheraton, Chicago.

**Sept. 28-29:** AWB District 10 meeting, President Hotel, Kansas City, Mo.

**Sept. 30-Oct. 3:** Institute of Radio Engineers, West Coast Convention, Hotel Biltmore, Los Angeles.

**Sept. 30-Oct. 3:** West Coast Electronic Mfg. Assn., Hotel Biltmore, Los Angeles.

**Oct. 1-3:** AWB District 2 meeting, Sheraton Hotel, Rochester, N. Y.

**Oct. 4:** Directors' meeting, Canadian Assn. of Broadcasters, Toronto.

**Oct. 4-5:** NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.

**Oct. 5-7:** American Institute of Electrical Engineers, Middle Eastern district meeting, Washington, D. C.

**Oct. 8:** AAAA Central Council meeting, Hotel Blackstone, Chicago.

**Oct. 9-10:** Mississippi Broadcasters Assn. meeting, Biloxi, Miss.

**Oct. 11-12:** NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.

**Oct. 11-13:** AAAA Pacific Council meeting, Arrowhead Hot Springs, Calif.

**Oct. 14-15:** NAB District 5 meeting, Biltmore Hotel, Atlanta.

**Oct. 18-22:** American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

**Oct. 19-21:** First Advertising Agency Group, 1948 convention, Ponte Vedra Inn, Ponte Vedra, Fla.

**Oct. 22-23:** Kentucky Broadcasting Assn., Owensboro, Ky.

**Oct. 25-27:** Assn. National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.

**Nov. 6-7:** AWB District 13 meeting, Gunter Hotel, San Antonio, Tex.

**Nov. 11:** AAAA Michigan Council meeting, Detroit.

## Electra, Defiance Daytimers Granted

NEW STANDARD daytime-only stations were authorized last Thursday by FCC for Electra, Tex., and Defiance, Ohio. Improvement of operating assignments was granted to KYUM Yuma, Ariz., and KNEB Scottsbluff, Neb.

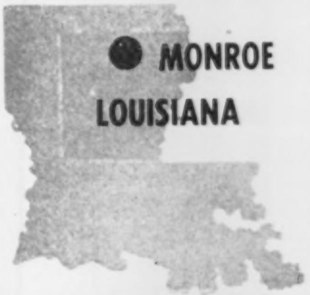
Oil City Broadcasting Co. received the Electra outlet, to operate on 1050 kc with 250 w daytime, while Defiance Bryan Paulding Broadcasting Co. won the Defiance assignment, 500 w daytime on 1280 kc. Both involve engineering conditions.

KYUM was granted permit to change operation from 250 w on 1340 kc to 1 kw fulltime on 560 kc with directional array at night. Engineering conditions attend grant. Estimated cost of switch is given as $24,625. KNEB was granted modification of license to increase power from 500 w to 1 kw, operating daytime on 970 kc.

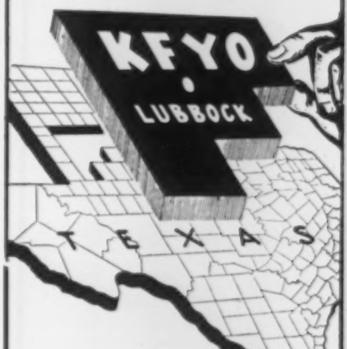
Details of new standard station grants:

**Defiance, Ohio—Defiance Bryan Paulding Broadcasting Co., 1280 kc, 500 w, daytime; engineering conditions; estimated construction cost $17,715. Principals: R. W. Crowell, funeral director, president; Lloyd P. Basil, farmer, vice president; Ed. W. Kuns, attorney, treasurer: Robert S. Burke, dentist, and Carl N. Fox, superintendent of Stokley Foods Packing Plant No. 45, Paulding, Ohio. Each holds 20% interest.**

**Electra, Tex.—Oil City Broadcasting Co., 1050 kc, 250 w, daytime; engineering conditions; estimated cost $11,425. Co-partners: C. C. Elkins Jr., head of department of radio, Texas Trade School, Dallas, and Bill Frank Lindsay, radio operator-mechanic when in AAF, and radio student.**



FIRST IN THIS IMPORTANT NORTH-EASTERN LOUISIANA MARKET . . .
MONROE
LOUISIANA
KMLB
Has more listeners in Monroe and Northeastern Louisiana than
ALL OTHER STATIONS COMBINED!
•
REPRESENTED BY
TAYLOR-BORROFF & CO., INC.
•
AFFILIATED WITH
AMERICAN BROADCASTING CO.



You Can't Complete This Picture Without
KFYO
LUBBOCK
TEXAS
THE KEY STATION OF THE SOUTH PLAINS OF TEXAS
Because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal.
affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN
Represented by
TAYLOR-BORROFF & CO., INC.

**S-T Link**—transmitter shown here—feeds programs from master studio in Ithaca to broadcast transmitter on hilltop—a distance of 9.5 miles. Microwave "dish" antennas (right) are mounted on studio building and on transmitter house.

RURAL RADIO NETWORK
R
RURAL RADIO NETWORK

**Mobile Unit**—hauled by jeep, covers county fairs, livestock shows, can broadcast from virtually every back pasture in the state. Completely G-E equipped, truck contains 50-watt transmitter which feeds remotes into network at any point, plus wire recording apparatus, amplifiers and all accessory items. Two-way radio in jeep also ties into network intercom.

# RURAL RADIO NETWORK IN FM

**Programs for Rural Listeners**—originate here at RRN studios, Ithaca, N. Y. Each station is equipped with meteorological instruments for pinpoint weather forecasting. Part of rack in background contains facsimile scanner and recorder, used for transmitting and receiving weather maps. This equipment is also manufactured by G. E.

THIS unique chain of 6 FM broadcast stations across New York State gives the rural listener the programs he wants—when he wants them.

Built specifically to serve the farmer and owned by ten farm organizations in New York State, the Rural Radio Network is also an outstanding General Electric achievement. Transmitters, S-T Link, mobile radio communication, station and studio equipment, accessory gear of every kind—all from Electronics Park! This RRN system is one more example of General Electric's four big plusses—Completeness, Acceptance, Performance, Service!

Upwards of 250 General Electric FM transmitters are now on the air or being installed.

**Radio Jeep Patrol**—ties all stations together by radio. G-E 2-way radio in each vehicle, plus station units at RRN headquarters and all transmitter sites increase tremendously the efficiency of field service crews—save time, save money.

**Network Chief Engineer**—Donald K. de Neuf, well pleased with his G-E equipped enterprise, cites superiority of equipment and constant and exhaustive field service as powerful factors affecting selection of General Electric.

RURAL RADIO NETWORK

**Radio Intercom** at network headquarters in Ithaca is powered by 50-watt G-E wall-mounted transmitter. From here studio officials enjoy two-way communication with 5 jeep crews and all stations of the net. Sturdy, dependable intercom eliminates problem of party line phone service in rural areas.

# –FIRST IN THE NATION!

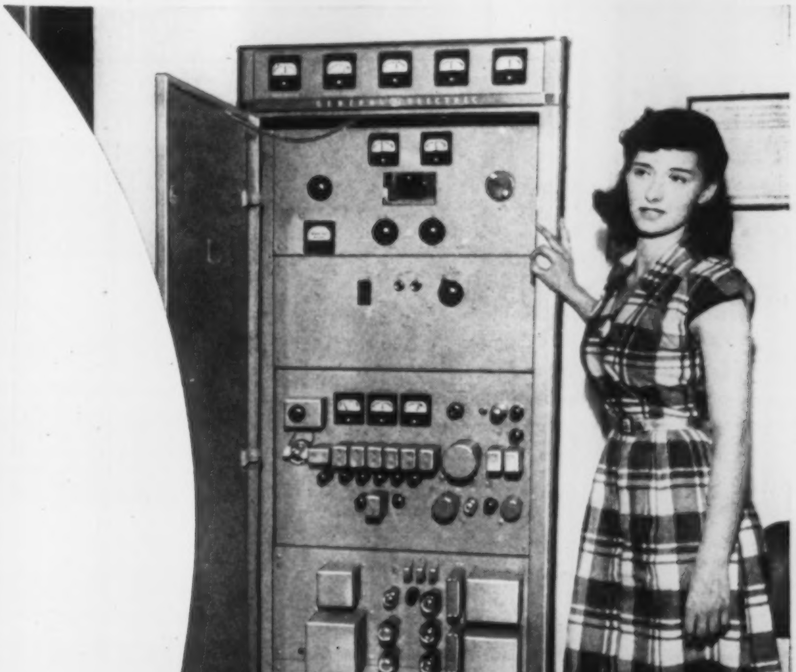
# IT'S G.E.

*More* FM stations are equipped by G. E. than by any other producer.

This acceptance is the strongest endorsement a manufacturer can receive.

For complete information about the Rural Radio Network—and about broadcast equipment for every need—call the General Electric office nearest you, or write: *General Electric Company, Electronics Park, Syracuse, New York.*

**G-E 250-watt FM Transmitter** in each of 6 stations fills primary need for a signal that is not subject to fading, interference or static in its service area. Entire network is flexible; each station can switch programs in either direction, pick up remotes, originate local programs. All FM transmitters are within line of sight, giving best possible coverage between stations and permitting intercom link by 2-way radio. Line of sight locations are also in step with television.



160-G3E-6914

*You can put your confidence in—*

**GENERAL ELECTRIC**

# Two Station Sales Authorized by FCC

### Approval Given KFBI, KCMJ Applications

CONSENT was granted by FCC last Thursday to assignment of license of KFBI Wichita, Kan., from Farmers and Bankers Broadcasting Corp. to new firm of KFBI Inc. for $350,000. Competing bid of John R. Griffith and associates, including KFBI employes, was dismissed by the Commission upon petition of KFBI Inc.

The Commission also approved assignment of license of KCMJ Palm Springs, Calif., to new firm including two original owners and three newcomers. Stock was issued to cover advances of about $10,000 made to station by newcomers.

The Farmers and Bankers Broadcasting Corp. is owned by The Farmers and Bankers Insurance Co. which has divested itself of the station interest in order to devote full time to its principal business as a lending instituting. KFBI Inc. is owned by R. J. Laubengayer, president and part owner of KSAL Salina, Kan.; John P. Harris, associate of Mr. Laubengayer in ownership of KSAL; Horace L. Lohnes, Washington radio attorney; Clem Randau, former vice president of Marshall Field radio and newspaper enterprises and previously vice president of UP; and Howard Lane, director of radio for the Marshall Field operations. Each holds about 20% interest.

The unsuccessful competitive bidder is an association of Mr. Griffith, drug chain operator, and Evart Mills, attorney, and a group of KFBI employes not identified. Their application was sought to be dismissed by KFBI Inc. on grounds it did not properly meet the conditions of the original transfer under the requirements of the Avco rules of the Commission.

In the KCMJ case, license is assigned from equal partnership of Richard W. Joy and Donald C. McBain to new corporation including Mr. McBain as president and 37.31% owner and Mr. Joy as secretary-treasurer and 18.655% owner. His wife, Jean W. Joy, also has 18.655% holding. George W. Irvin, executive of McHugh Adv., Hollywood, and Roland B. Vaile, KCMJ announcer, each acquire 12.69% interests for advances of about $5,000 apiece made to the station.

KFBI is asigned 10 kw day, 1 kw night on 1070 kc and is an ABC affiliate. KCMJ operates on 1570 kc with 250 w day.

## FCC AUGUST REPORT

FCC MONTHLY report for August shows that as of August 31 the status of broadcast station authorizations and applications was as follows:

| | AM | FM | TV |
|---|---|---|---|
| **Total authorized** | 2,066 | 1,006 | 124 |
| **On the air** | 1,837 | 614[1] | 33 |
| **Licensed** | 1,758 | 192 | 7 |
| **Construction permits** | 308 | 717 | 117 |
| **Conditional grants** | — | 97 | — |
| **Total applications pending** | 1,457 | 474 | 343 |
| **Requests to change existing facilities** | 289 | 11 | 18 |
| **Requests for new stations** | 545 | 184 | 298 |
| **Deletion of permits in August** | 3 | 9 | — |
| **Deletion of licenses** | — | — | — |

[1] Includes 23 conditional grants and 399 construction permits.

## L. A. COURT BEGINS KGIL SALE HEARING

HEARING will be conducted today (Sept. 20) on action brought by Gil Paltridge, former general manager of KGIL San Fernando, against the Charles Allen estate on grounds of breach of contract and illegal transfer of stock. The proceeding will be heard in Los Angeles Superior Court.

Mr. Paltridge contends that he had a five year contract of employment which was abrogated and he also seeks an injunction against the estate on grounds that 53% of the stock had been disposed of contrary to the by-laws. Disposition of stock, according to by-laws, was first to have been offered to holders of record. Mr. Paltridge owns a minority share of stock.

Majority control of the station passed from the estate to F. J. Smalley recently [BROADCASTING, Aug. 30] concurrent with change in majority stock control. Mr. Paltridge was deposed as general manager, although he remained a member of the board of directors by dint of his stockholding.

## Axis Sally Proceedings Postponed to Sept. 24

THE ARRAIGNMENT of Miss Mildred Elizabeth Gillars, identified as the Nazi's "Axis Sally," who broadcast to American troops, has been postponed until Sept. 24.

Judge Jennings Bailey said in Federal District Court last Thursday that her arraignment had been postponed due to other court business.

Miss Gillars, who had been scheduled to enter a plea on treason charges, was indicted a fortnight ago by a Federal Grand Jury on 10 specific charges indicating she had attempted, in the role of "Axis Sally," to destroy morale of American troops. [BROADCASTING, Sept. 13.]

# Fall Time Change Again Impending

NETWORKS last week were confronted with the problem of what to do about program scheduling when every state in the union save two returns to standard time after the usual summer hodge-podge of daylight saving time.

All states which have been on daylight saving will return to standard, Sunday, Sept. 26, except California and Nevada which will keep their clocks at daylight saving at least until Jan. 1.

ABC has decided to split its Pacific Coast Network to keep programs arriving at accustomed times, by mean of recorded repeats, despite the fact that Washington and Oregon will be on standard and California and Nevada on daylight.

Mutual, as a network, will feed shows to the Don Lee Network on the Coast at the usual times, but Don Lee is reported to be undertaking a considerable rescheduling.

NBC will not reschedule repeats to keep programs on at accustomed hours so NBC California and Nevada stations will be broadcasting network shows an hour later than usual.

CBS plans were not complete last week.

## New Term Opens Sept. 27 At TV Workshop of N. Y.

TELEVISION Workshop of New York will open its fall term Sept. 27, offering 48 courses, from its new headquarters at 1780 Broadway.

Instructors include: Roger Bowman, WNBT New York; Rudy Bretz, WPIX New York; Bob Bright, WPIX; Charles J. Durban, U. S. Rubber Co.; Myron Freedman, free-lance newsreel cameraman; Austin O. Huhn, WPIX; James N. Furness, formerly of CBS-TV; Max Fleischer, film pioneer; Ted Houston and Lou Sposa, McCann-Erickson; Dr. John Reich, former dramatic director, CBS-TV; Robert Wade, WNBT; Kendall Foster, William Esty Agency; Cledge Roberts, WPIX; Zina Provendie, Television Workshop; Ed Evans, WPIX; Halsey Barrett, DuMont Network; Irwin A. Shane, "Televiser Monthly," and Edward Stasheff, WPIX.

TOP station in Birmingham according to Mr. Conlan's figures for May 1948 (8 AM to 10:30 PM) is WSGN! Here's the way he divides the audience: WSGN—30.2 Station A—27.1 Station B—25.5 Station C—7.0 All others—10.2. Use these listeners to help boost your sales to a top place. Their station is WSGN!
WSGN
ABC
herzog

610 KC
ALABAMA'S BEST *BUY* FAR!
WSGN
WSGN — FM
THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama
Headley Reed National Reps.

PHILADELPHIA'S No. 1 Station
FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Watts
WIBG
REPRESENTED Nationally by Adam J. Young, Inc.

## Judge Dismisses Bennett's Charges

MUNICIPAL JUDGE Harry B. Grund of Des Moines on Sept. 11 dismissed three charges against Edwin S. Thayer, first assistant Polk County (Iowa) attorney, filed by Myron J. Bennett, 41-year-old Des Moines safety commissioner and announcer at KSO Des Moines.

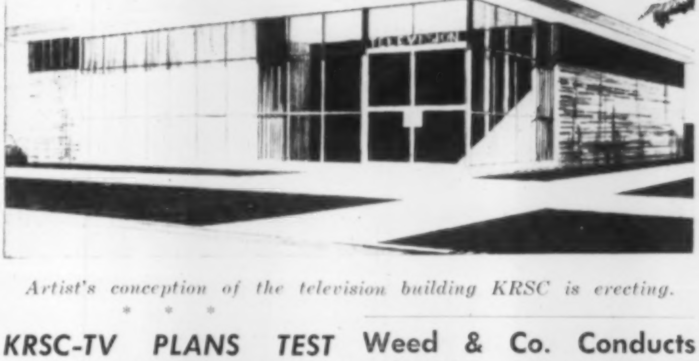
Mr. Bennett's charges were filed Sept. 2, five days after Mr. Thayer filed a county attorney's information charging the announcer and Jack Wolfe, printing company official, with unlawfully conspiring with six Des Moines tavern operators to accept a "payoff" and violate ordinances regulating the closing hours of taverns.

The charges stated that Mr. Thayer (1) used his office to intimidate three KSO officials to restrict Mr. Bennett's broadcast; (2) falsely abstracted testimony of witnesses in filing the conspiracy charge against Mr. Bennett; and (3) attempted to get a witness to commit perjury in a county fraud trial.

In clearing the assistant county attorney, Judge Grund said Mr. Thayer was not only innocent of oppressing KSO officials but "would have been derelict in his duty if he had not told them what was happening on Bennett's program." Mr. Thayer's abstracts of testimony given by three city officials in the "payoff" investigation had no "glaring" difference from what the three testified before Mr. Thayer, the judge said.

During the 5-day hearing, Judge Grund ordered transcriptions played in court of Mr. Bennett's broadcasts on Aug. 30 and 31, the two days before Mr. Thayer called KSO officials to his office. Those summoned were Max Friedman, sales manager, Herbert Holm, comptroller, and Lewis Shumate, program director.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF
DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr Director N.Y. 19



*Artist's conception of the television building KRSC is erecting.*

* * *

## KRSC-TV PLANS TEST PATTERNS NEXT MONTH

INDICATIONS are that KRSC-TV Seattle will be on the air with test patterns late in October and will start programming about Dec. 1, Lee Schulman, program director, reports.

Work is proceeding at a fast pace on the KRSC-TV building, according to Mr. Schulman, RCA equipment is to utilized. Construction and installation work at the new building is under the direction of George Freeman, KRSC technical director.

KRSC-TV, operating on Channel 5 (76-82 mc), will be on the air five days a week with network shows, filmed off the kinescope in New York, feature films, newsreels and one remote sporting event each evening. Studio productions will be kept at a minimum in the initial phases of operation.

Permittee of KRSC-TV is Radio Sales Corp., which owns KRSC, 1 kw on 1150 kc, and KRSC-FM, operating on 98.1 mc (Channel 251).

## Johnson Election Still Stymied by Injunction

REP. Lyndon B. Johnson still held an edge last week in Texas' hottest political race in history to determine if he or Former Gov. Coke Stevenson will be the Lone Star State's new U. S. Senator.

Victory seemed assured for Rep. Johnson when the Texas State Convention by a narrow vote certified him and sent the official certification by registered mail to the Secretary of State at Austin, to forestall possible legal action by his opponent, defeated in the Senate race by a slim margin of 87 votes.

But last Wednesday Mr. Stevenson obtained in Fort Worth from Federal District Judge T. Whitfield Davidson a temporary federal injunction restraining the Texas Secretary of State from certifying Rep. Johnson as the party nominee for the Nov. 2 ballot.

INTERNATIONAL Telephone and Telegraph Corp. and its subsidiaries, in an income report newly issued, shows consolidated net income for six months ending June 30, 1948, of $4,418,955.

## Weed & Co. Conducts Television Set Survey

A TOTAL of 75 manufacturers are engaged in making television receivers, according to a survey announced last week by Weed Co., radio and television station representatives.

The survey showed that 64 manufacturers make home receivers, 12 produce commercial sets, and five make kits to be assembled by the buyer. Home sets range in price from Pilot's "Candid—TV" with a six square inch screen at $99.50 to the DuMont "Westminister" with a 223 square inch picture at $2495, Weed and Co. reported.

## TV'S DEMONSTRATION POWER CITED BY REAM

TELEVISION may become the cheapest of all media because of its extraordinary powers of demonstration, Joseph H. Ream, CBS executive vice president, said last Wednesday in an address before the Advertisers Club of Cincinnati.

"It has been estimated," said Mr. Ream, "that the cost of demonstrating an automobile to 1,000 prospects is $5,000—$5 a demonstration. And the demonstration of a home appliance in a house-to-house canvass can sometimes be done for as little as 50 cents a demonstration.

"Yet today on television the demonstration of product can be projected into the home before the eyes of the family group at a cost of only 2½ cents."

Mr. Ream pointed out that sponsor identification in television is "extremely high . . . after only one or two programs, compared with a large number of impressions in other media."

The CBS executive foresaw the widespread development of television networks, since big shows must be broadcast on more than one station to defray cost.

CONTINUING drop in sale of radio receiving sets in Canada is reported by Dominion Bureau of Statistics, Ottawa. For May, 1948, sales of radio receivers totalled 32 256 as against 61,586 for the same month last year. Sales for first five months of 1948 were 178,843 units, and for same period in 1947 were 318,408 units.

Yes KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA
comes in loud and clear in a larger area than any other station in the U. S. A.*

ITS NOT SO BAD! YOU CAN STILL HEAR KFYR LOUD AND CLEAR IN THERE
BOILER FACTORY

*ASK ANY JOHN BLAIR MAN TO PROVE IT.

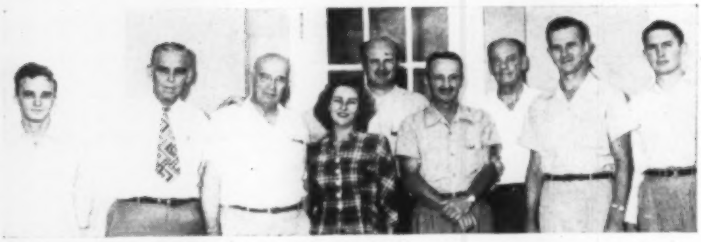
# Journal Co. Favors FCC's Lottery Ban

THE JOURNAL Co., in behalf of its WTMJ Milwaukee and WSAU Wausau, Wis., and associated FM outlets, has advised FCC it is in accord with the Commission's proposed ban on "lottery" or give-away programs.

In a letter to the Commission the stations' operator said "we would like to go on record as being sympathetic to the Commission's efforts to improve American radio through the elimination of the lottery type of give-away programs."

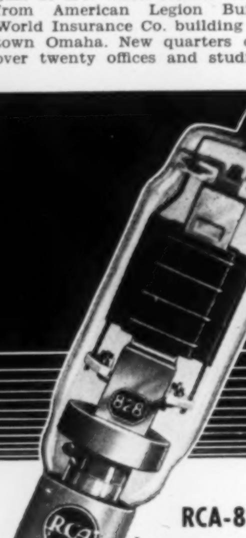
Several hundred letters from listeners, radio councils, Congressmen and trade organizations have been received to date by FCC and the Commission is receiving briefs and comment to Sept. 24 and oral argument has been scheduled Oct. 19 [BROADCASTING, Sept. 13].

Premium Advertising Assn. of America Inc., an Advertising Federation of America affiliate formed in 1911 to encourage proper use of premiums in advertising, indicated it approved the intent of FCC's proposed radio lottery ban and held that it is supported by prior court decisions. Organization, however, stated that the "rules should not restrict any radio plan of premium advertising which does not involve lot or chance, regardless of whether or not the consumer receiving the premium is required to furnish any money or other thing of value such as a coupon or box top from the manufacturer's package."



**Staffers of the new WDLF DeLand, Fla., pose with the city's mayor and the Chamber of Commerce secretary. L to r: James Tillus, engineer; Mayor Leo Fugle; Lynn Gearhart, station manager; Mrs. R. L. Clinton Jr., wife of WDLF business manager; Lyle Van, station owner; Michael Davis, program director; W. O. Lahrman, Chamber secretary; Lauren Mickle, chief engineer, and Richard Pierce, engineer.**

WITH dismantlement of old radio tower on top of Omaha American Legion building KBON Omaha, Neb. recently completed its 1947-1948 improvement program. Program started in August of 1947 when studios were moved from American Legion Building to World Insurance Co. building in downtown Omaha. New quarters consist of over twenty offices and studios.



RCA

TUBES ...

**the standard of comparison ...**

**RCA beam-power tubes**

RCA-828
beam-power tube

• RCA pioneered in the design of beam power tubes for broadcasting —and RCA has the most complete line in the field. In your transmitter, these are the tubes that make possible fewer stages, fewer components, fewer tuning controls. And, with their conservative ratings for hour-after-hour service, RCA beam tubes assure you maximum performance for your money.

For your convenience, the complete line of RCA beam tubes are now available directly from RCA or from your local RCA Tube Distributor. For data on any RCA tube, write RCA, Commercial Engineering, Section IP36-2, Harrison, N. J.

**The Fountainhead of Modern Tube Development is RCA**

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

* * *

# Lyle Van's New Station, WDLF, Starts at DeLand

WDLF DeLand, Fla., 250 w fulltime on 1490 kc, went on the air Sept. 10 with dedicatory ceremonies featuring Sen. Claude Pepper (D-Fla.) as principal speaker.

The station is solely owned by Lyle Van, NBC announcer from 1932 to 1946, and since 1946 a free lance artist. Mr. Van has his own newscast, *News on the Human Side*, over WOR-Mutual Mon.-Sat., 6 p.m. (EDT), and is commercial announcer on H. V. Kaltenborn's NBC news broadcasts Mon.-Fri., 7:45 p.m. (EDT).

The WDLF staff includes: Lynn Gearhart, formerly with WALT Tampa, Fla., station manager; Maj. R. L. Clinton Jr., business manager; Michael Davis, program director, and Lauren Mickle, previously with WFUN Huntsville, Ala., chief engineer.

# MEETINGS SCHEDULED BY NAB COMMITTEES

SERIES of autumn meetings will be held by NAB standing committees. All sessions will be held in Washington.

First to convene will be the FM Executive Committee, of which Leonard Asch, WBCA Schenectady, is chairman. It will hold a two-day session starting Oct. 12 and coming just a fortnight after the FM Assn. convention in Chicago.

The Public Relations Executive Committee will meet Oct. 21-22.

Sales and advertising problems will come before the Sales Management Executive Committee Oct. 25-26 and the Small Market Stations Executive Committee Oct. 27-28.

## Registration

*(Continued from page 25)*

Al Walker, Jerry Fairbanks and Miss Alice Tyler.

### NBC AFFILIATES

Paul W. Morency, WTIC, J. Harold Ryan, Fort Industry; Lee B. Wailes, Fort Industry; George B. Storer, Fort Industry; R. V. Tooke, WPTZ; W. C. Swartley, WBZ-A; Charles E. Wilson, G.E. (WGY); B. J. Rowan, G.E.; G. Emerson Markham, WGY-GE; Harry C. Wilder, WSYR; E. R. Vadeboncoeur, WSYR; William Fay, WHAM; Dr. Ray H. Manson, WHAM; C. Robert Thompson, WBEN; Joseph Baudino, KDKA; Harold Burke, WBAL; J. Gorman Walsh, WDEL; J. B. Conley, KYW; Harry Bannister, WWJ; W. J. Scripps, WWJ; E. Y. Flanigan, WSPD; Eugene C. Pulliam, WIRE; Robert E. Dunville, WLW; Elmer J. Boos, WLW; Dwight Martin, WLW; R. J. Rockwell, WLW; William P. Robinson, WLW; Marshall N. Terry, WLW; Harry Mason Smith, WLW; Milton F. Allison, WLW; Miss Katherine Fox, WLW; Thomas Metzger, WMRF; Harry Stone, WSM; John H. De Witt, WSM; Walter J. Damm, WTMJ; Dean Fitzer, WDAF; Paul A. Loyet, WHO; Stanley H. Hubbard, KSTP; John J. Gillin, WOW; M. M. Meyers, WOW; Dale Taylor, WENY; Walter J. Krebs, WJAC; George C. Gable, WFBG; Mrs. Auriela S. Becker, WTBO; Wilbur M. Havens, WMBG; Walter A. Bowry, WMBG; Robert B. Harrington, WSVA; Frederick L. Allman, WSVA; Carl Mark, WTTM; Frank A. Wellman, WTTM, Clair R. McCollough, Mason-Dixon Group; Victor C. Diehm, WAZL; Louis G. Baltimore, WBRE; A. C. Baltimore, WBRE; Milton Greenebaum, WSAM; Stanley W. Barnett, WOOD; J. Robert Kerns, WLOK; Pierre Boucheron, WGL; Vernon Nolte, WHIZ; Martin Leich, WGBF; Fred Mueller, WEEK; K. F. Schmitt, WIBA; Howard Dahl, WKBH; W. E. Walker, WMAM; Joseph D. Mackin, WMAM; Frank Loverman Jr., WMAM; S. C. Fantle Jr., KELO; John F. Meagher, KYSM; Fred Schilplin, WFAM; Mrs. Gregory P. Gentling, KROC; G. David Gentling, KROC; Walter C. Bridges, WEBC; John Alexander, KODY; Campbell Arnoux, WTAR; Richard H. Mason, WPTF; Harold Essex, WSJS; John W. Schultz, WMVA; Edward E. Jones, WSOC; Hunter Marshall, WSOC; Roger Peace, WFBC; Harold H. Thoms, WISE; J. Dudley Saumenig, WIS; Harben Daniel, WSAV; Will O. Murrell, WJAX; George Pierce, WJAX; John T. Hopkins III, WJAX; Charles G. Baskerville, WFLA; Eugene D. Hill, WORZ; C. P. Edwards Jr., WKPT; A. F. Martin, WKPT; Mrs. Eloise Hanna, WBRC; Howard E. Pill, WSFA; William Pape, WAPO; Harold Wheelahan, WSMB-KSYL; George H. Thomas, KVOL; T. B. Lanford, KPLC; David Wilson, KPLC; Charles P. Manship Jr., WJBO; Roy Dabadie, WJBO; W. O. Pape, WALA; Wiley P. Harris, WJDX; P. K. Ewing Sr., WMIS; P. K. Ewing Jr., WMIS; E. Victor Baxter, KOAM; William B. Way, KVOO; Archie J. Taylor, KANS; William Wyse, KWBW; Edgar T. Bell, WKY; P. A. Sugg, WKY; James M. Moroney, WFAA-WBAP; Martin B. Campbell, WFAA-WBAP; O. L. Taylor, KGNC; Aubrey Jackson, KGNC; Cecil K. Beaver, KTBS; G. E. Zimmerman, KARK; Julian Haas, KARK; Jack Harris, KPRC; Hugh A. L. Halff, WOAI; T. Frank Smith, KRIS; Byron W. Ogle, KRGV; Jack Dunn, WDAY; Tom Barnes, WDAY; Julius Hetlund, WDAY; W. E. Wagstaff, KIDO; E. B. Craney, Z-Bar Group; Arne Anzjon, Z-Bar Group; Ed Yocum, KGHL; William B. Ryan, KFI; Thomas Sharp, KFSD; Arden X. Pangborn, KGW; H. Quenton Cox, KGW; Ray Baker, KOMO; O. W. Fisher, KOMO; Richard O. Dunning, KHQ; Richard O. Lewis, KTAR; William Harvey, KTAR; R. B. Williams, KVOA; Harold Ritter, KYCA; Harry C. Butcher, KIST; Finn Hollinger, KIST; Paul R. Bartlett, KERO; Gene De Young, KERO; Ewing C. Kelly, KCRA; M. A. Mulrony, KGU; Lorrin P. Thurston, KGU; Bert Silen, KZRH; F. E. Fitzsimmonds, KFYR; S. S. Fox, KDYL; Karl O. Wyler, KTSM; O. P. Soule, KSEI-KTFI; Henry H. Fletcher, KSEI; Mrs. Florence Gardner, KTFI; Miss Virginia Braunberger, KGHL; W. J. Evjue, WIBA; H. W. Slavick, WMC; Joe Eggleston, WMC; W. W. Woods, WHO; Ralph Evans, WHO; W. D. Wagner, WHO; R. E. Dunville, WLW; G. R. Shafto, WIS.

Center Your Attention
on

Center of the Dial
860 kc
MILWAUKEE

## Census Preview

*(Continued from page 21)*

and cumbersome process, they insist. Similar argument is offered against inclusion of a facsimile question, with added notation that scarcely any householders have the equipment.

Even so, the bureau has not ruled out a comprehensive radio question. The industry would have been encouraged, however, if census officials had been willing to insert an AM-FM-TV question in the trial run next month.

### Place of Tests

These quarter-final tests will be conducted in four counties—Putnam (Ill.); Union (Ind.); Carroll and Oldham (Ky.), plus two enumeration districts of 20 blocks each on the fringe of the Minneapolis business district.

A one-shot preliminary test was conducted recently in Cape Girardeau, Mo. This test included a radio question but the Census Bureau is not tabulating the results, aside from the population total, because it was merely trying out techniques and testing wording of questions.

Technically, the radio question rates far down the list of proposed 1950 census items. It still bears the black-eye administered by the Housing Census Advisory Committee of the American Marketing Assn. This committee ruled against a radio question last spring on the ground that virtual saturation had been attained in set ownership as far as marketing experts were concerned.

When BROADCASTING revealed that the radio question had been deleted in advance planning, sentiment developed all through the industry for a radio count in 1950. NAB, Radio Mfrs. Assn., AAAA, Assn. of National Advertisers, BMB, FM Assn. and numerous other groups took quick action.

Congress became interested and the bureau has received hundreds of letters from Senators and Representatives.

Since NAB district meetings started in late August, 14 of the 17 districts have adopted resolutions calling for a 1950 radio census. The three remaining districts will meet early in October. Many broadcasters have contacted their legislators as a result of the failure of Congress to pass the Taft Bill (S-1950) providing for a permanent housing census in connection with the population count. The bill will be reintroduced early in the next session.

### Two Portions

The census is divided into two portions—population and housing, with the radio question appearing in the housing series.

Chairman of the AMA Housing Census Advisory Committee is Gordon Hughes, market research director of General Mills. Mr. Hughes has been asked by the U. S. Chamber of Commerce to reconsider the blackball of the radio question. The committee is scheduled to meet Nov. 4. Originally it was to have met last Monday but the meeting was postponed.

Reversal of the committee's stand would be a big boost for the radio question. Final decision will be reached by the Census Bureau next year following a spring dress rehearsal of the 1950 count. The bureau's decision is subject to approval of the Bureau of the Budget, which has final say over all government questionnaires.

A brand new technique will be tried next month in the quarter-final test. The bureau will use the "self-enumeration" method in Putnam (Ill.) and Oldham (Ky.) counties. It will mail the census schedules to each resident. Three days later enumerators will go into the field to pick up the completed schedules.

The method is novel in this country but has been used by other nations. Bureau officials and economists will watch the experiment closely. Its main advantage would be a saving in cost, a critical factor in the 1950 census. This count is expected to cost over $100,000,000, compared to $39,000-000 in 1940.

J. C. Capt, Director of the Census, is back at his desk after an absence of more than two months during which he underwent two operations. He is taking personal charge of the project.

## Assists FM Listeners

E. A. MERRYMAN, chief engineer of WBUZ-FM Bradbury Heights, Md., has rigged his automobile with a dipole FM antenna and FM radio constructed from a Pilot Tuner and an old automobile receiver. He is now using the car, which he has dubbed "The Green Hornet," for any calls that WBUZ-FM receives on bad reception. Mr. Merryman, who has been in radio in the Washington area for 28 years, says the "Green Hornet" device he built has enabled him to assist many listeners.

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And you'll be living on Easy Street!"

WIN A MILLION

**Emcee:** "How much does it cost, by Air Express
To ship 10 pounds 1200 miles, no less?"
**Homer:** "Why didn't you ask me that *before?*
All it costs is $3.84!

"I use it many times each day—
It's the fastest possible way to make hay!
Easy Street's already my address,
Thanks to Scheduled Airline Air Express.

"What's more you get *door-to-door* service, too
—And all at *no extra cost* to you.
In these days of price inflation
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The Register & Tribune Station
——ASK A KATZ MAN——
* C. E. Hooper Share-of-Audience
June-July, 1948—Des Moines City.

## TV Processing

*(Continued from page 21)*

week's hearings: One in the event color television is expected within 10 years, and another in event it isn't. He estimated television ultimately will need some 50 channels —38 more than now. But he felt the present low band would be retained for many years at least.

Another former Commissioner, E. K. Jett, and a former chief engineer, George P. Adair, were less optimistic. Mr. Jett, now vice president and radio director of the *Baltimore Sunpapers*, observed that the high band will be useful "after sufficient time has gone by," but felt it would be "a long time" before these frequencies are ready for commercial use.

On the other hand, he felt that some governmental frequencies between 216 and 400 mc are usable by industry on a regional basis—that is, in areas where they would not interfere with the government operations. He also raised the possibility of taking two of the 4 mc assigned to educational FM and combining them with the 72-76 mc band to form a new TV channel.

Mr. Adair felt that allocation of UHF channels to relieve the VHF shortage would, "in the present state of the art, place a very unfair economic burden on the smaller cities and the newcomers," and would "establish a pattern of allocation and an investment that would haunt us for all time to come." He voiced belief that "development of the UHF band should proceed with all possible speed but that at the same time [we should] establish both system and allocation standards which will provide a superior television service."

### Engineering Conference

Upshot of the conference, held Monday and Tuesday to consider the advisability of revising TV standards before going ahead with proposed changes in the low-band channel allocations, was a decision to call an engineering conference at which the latest propagation data—particularly long-range tropospheric effects—would be considered.

This was first set tentatively for about mid-November, but after subsequent Commission discussions it was indicated that the date would be advanced by at least a month—to the first part of October. FCC staff members late last week were undertaking the preparation of an agenda for this engineering session. The date probably will be announced within a week or 10 days.

The engineering conference probably will be followed within a month or six weeks by other conferences to consider what changes, if any, should be made not only in television standards but also in those for FM.

If changes are decided upon, these would have to be reflected in the rules, which would require yet another proceeding. If the present spacings between stations were adjudged inadequate, it would also be necessary to realign channel allocations across the nation, a long and tedious task which also would be subject to rule-making proceedings.

Suggesting this general approach at the outset (see text, this page), FCC Chairman Wayne Coy estimated that the full process might take six to nine months, and said: "It seems obvious that if we are to pursue these procedures I have been talking about, the processing of applications will necessarily need to be held up pending adoption of a final rule on a new allocation plan."

### Wants Positive Policy

In the face of general disagreement on this point, however, Mr. Coy announced later that the question of holding up processing would be given further consideration and the decision announced when FCC fixes the date for the next conference. But it was the consensus that processing would be halted until some decision is reached on the nature of future standards, at least to the point of making no grants involving separations of less than 150 to 200 miles for co-channel assignments. This policy was invoked informally even before last week's conference.

The seriousness of the questions up for discussion was recognized by both FCC and industry. Paul D. P. Spearman, Washington attorney, said flatly that "television is at the cross-roads" and that its success depends upon FCC choosing a definite course of action and sticking to it. One of the Commission's basic faults, he contended, is that it has had "a lot of policies that are loose at both ends and won't stay still in the middle."

E. W. Allen, chief of the FCC Engineering Bureau's Technical Information Division, presented a preliminary report on tropospheric propagation and said more complete data would be distributed to the industry at the earliest possible date.

He also discussed tentative subjects for the various conferences suggested by Chairman Coy, including not only tropospheric propagation but also possible revisions in the protected-contour standards, changes in power and antenna-height restrictions, and use of directional antennas.

Kenneth Norton of the Bureau of Standards, who developed the famed "Norton's Curves" which contributed to FM's reallocation to its present "upstairs" position, recommended that the present policy of spacing co-channel stations 150 miles apart be extended to 250 miles, and that adjacent-channel separation be increased from 75 miles to about 125 miles.

To cover the widest area, he also recommended use of maximum available antenna heights and powers, use of same antenna height and power for stations on same channels, and location of stations on a "triangular lattice."

Several industry spokesmen characterized the present 100-to-1 ratio for desired to undesired co-channel signals as too high and "unrealistic." Mr. Norton replied that if the ratio was right in the first instance it is still right.

Mr. Adair felt it is "too late" to give consideration to tropospheric effects "at least in Area 1 [Northeastern U. S.] and in a substantial part of Area 2 [rest of nation]." The present difficulty, he said, can be minimized by "judicious use of directional antennas and by allocating power according to the needs of the area and of the areas of other stations which would be affected thereby."

"Otherwise," he declared, "I believe that the allocation will be gradually broken down as has been the history in standard broadcasting whereby a poorer allocation will eventually result than if a little more interference is accepted now."

Mr. Jett urged that metropolitan stations be protected throughout the metropolitan area, and suggested that the present standard of protection to the 5,000 microvolt contour be revised to about 1,000 microvolts. He said he liked the 150-mile separation policy FCC is following for co-channel stations.

Mr. Jett submitted a list of dis-

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*Another BMI "Pin Up" Hit—Published by Peer*
CUANTO LE GUSTA
*On Records:* Andrews Sisters—Carmen Miranda—
Decca 24479; Xavier Cugat—Columbia 38239;
Eve Young—Victor 20-3077.
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ant areas—from 30 to 100 miles or more—where good reception of the *Sunpapers'* WMAR-TV had been reported.

### Duttera Recommendations

Williams Duttera, NBC staff allocations engineer, recommended interim standards on tropospheric propagation, establishment of standards for use of directional antennas, power increases consistent with standards adopted on troposphere and protected contours, and, pending adoption of allocations and standards changes, the issuance of grants only on the 150-mile co-channel and 75-mile adjacent-channel separation basis.

G. L. Beers, RCA-Victor assistant director of engineering, submitted data based on reports supplied by servicemen showing that, in specific areas, less than 1% of the RCA set-owners had reported co-channel interference, but that adjacent-channel interference produced complaints ranging up to 70%. These, he said, have been adjusted, as have complaints directed against RCA sets in some areas, to which Comr. George E. Sterling had referred pointedly.

Raymond F. Guy, manager of NBC radio and allocations engineering, presented recommendations of Television Broadcasters Assn. that the low-band channels be the subject of "definitive" tropospheric standards; that use of directional antennas be permitted if not encouraged; that FCC keep an "open mind" on the question of power and grant power above the present maximum where it is needed and feasible; that "careful studies" be made with respect to protected contours (2 mv/m seems "reasonable and attainable"); that the standards be modified and that, in the meantime, FCC continue to make grants on the 150 and 75-mile separation bases.

### Lodge Represents CBS

Mr. Guy said present standards are not so bad as "some people seem to think," but that grants should not be made with separations violating the 150 and 75-mile policy until efforts have been made to modify the resultant interference effects by use of reduced power, directional antennas, etc.

William B. Lodge, CBS vice president and director of general engineering, advised the Commission not to upset its allocation plan. Changes in standards to give recognition to tropospheric effects, he felt, are inadvisable at this point. He urged the use of directional antennas, but did not think FCC should impose a so-called freeze on applications, declaring that this would impede and distort the development of television and the television network pattern.

A. Earl Cullum Jr., consulting engineer, suggested that additional stations be fitted into the present allocation plan where needed, without attempting to increase the assignments in "tight" areas which already have channels.

Thomas Dowd, attorney representing some 25 stations, felt there should be greater "flexibility" with respect to the power and antenna height of community stations, as there is in reference to metropolitan outlets. Thus, he said, stations which wish to operate with more than 1 kw but less than 50 kw should be permitted to do so.

He argued that no specific protected-contour standard should be rigidly enforced, but that an applicant should be given a chance to show what service area would best serve public interest. FCC General Counsel Benedict P. Cottone, thought this would mean a hearing on virtually all applications.

Marcus Cohn, attorney for Warner Brothers, stressed the importance of an early decision on the applications for the key city of Chicago, and Attorney Percy H. Russell reported for WPIX (TV) New York that the station is experiencing interference from FM and is collecting data on this problem—and also on operation on the upper side of the low band (Channel 11)—for presentation to FCC at a later date.

Frank G. Kear, engineering consultant for ABC, recommended that standards, if revised, be changed first on an interim basis so that processing of applications might proceed while the permanent revisions are being worked out. He reiterated ABC's view that power should be assigned in an amount to fit the need of particular cases, which Mr. Norton opposed on grounds that rural service would be precluded. Dr. Kear also favored the use of directional antennas where they would provide more efficient use of the spectrum, but said that at this point more testing is needed.

Because the higher channels don't provide service comparable to that on lower channels, Glenn D. Gillette, consulting engineer, felt it would be advisable to make revisions (by adjusting powers and antenna heights, for instance) which would more nearly equalize the channels in this respect. He also estimated a 1,000-foot tower would cost $150,000 to $200,000.

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## Andrew Corp. Announces Personnel Realignment

A THREE-WAY change in top-level organization was announced Thursday by the Andrew Corp., Chicago. C. Russell Cox, formerly sales manager and chief engineer, takes over the newly created office of director of sales and engineering. Walter F. Kean, who has headed Andrew's broadcast consulting division since its formation in 1944, assumes new duties as sales manager. John S. Brown moves from assistant chief engineer to the top engineering post.

The realignment was described by company officials as part of a large-scale expansion program now underway.

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## Coy Summary of Television's Allocation Problems

FCC CHAIRMAN Wayne Coy's summary of the allocations problem confronting television today, and the procedures he suggested in the search for a solution, are reprinted below in text, as taken from his opening remarks at the FCC-industry television conference last Monday (see separate story, page 21):

**To summarize "where we are"—**

**(a) There were 18 commercial VHF television channels available at the outbreak of the last war, but this number has now been reduced to 12, primarily because of the requirements for spectrum space of other radio services. The Commission has issued 116 authorizations for Commercial television stations and 304 applications are now pending. 36 of the stations authorized are now in operation in 21 cities and the remaining 79 in 68 cities are under construction.**

**(b) The geographical allocation plan for television now pending reflects a continuing effort to obtain the maximum number of assignments with the few frequencies available. We have continually thrown away the "safety factor" of greater mileage separations in a series of progressive steps, and today the assignments on these 12 channels are exposed to interference due to tropospheric propagation, because of the relatively close spacings between stations in many sections of the country.**

**(c) The Commission is now confronted with a basic conflict in the desires of the industry to obtain stations with large service areas and at the same time have a large number of assignments in each of the various cities. Evidences of this are:**

**1. Testimony about tropospheric interference to existing authorizations.**

**2. Directional antenna proposals and opposition to them.**

**3. Proposals for increased power.**

**4. Proposals for even closer spacing between stations than in the Commission's present proposal.**

**The Commission's notice providing for this conference today set forth these issues:**

**1. Whether the Commission should initiate proceedings to revise the television allocation rules and standards prior to final decision in Dockets 8975 and 8736 [channel reallocations and Canadian border agreements].**

**2. If the standards are to be revised what policy should be adopted with respect to applications now pending before the Commission.**

**3. What procedure should be adopted in order that the revised standards can be based on the best available engineering information.**

**Issues 1 and 3 must, of necessity, be considered together. We cannot have any understanding of the problem in Issue 1 without knowing what the procedures would be to erect a revision of our standards of good engineering practice and allocation rules. The time required for such changes in our standards of good engineering practice and allocation rules is likewise an important factor, particularly in relation to Issue No. 2.**

**If changes are to be made to reflect in our standards of good engineering practice current information about tropospheric propagation it would seem that the logical steps are as follows:**

**1. An engineering conference should be held to discuss methods of measuring tropospheric effects. Such a conference might well include engineers interested in the VHF television service and the FM service. The methods of measuring tropospheric effects are mutually applicable to these services. Data on tropospheric propagation now in the hands of the Commission can be put in shape for distribution to those concerned within the next month. A reasonable period of time for study of this information would seem to be 30 days so that we might think in terms of a general engineering conference about the middle of November.**

**2. Following that general engineering conference, two further engineering conferences could be held. One would discuss what standards on tropospheric propagation, if any, would be incorporated in the standards of good engineering practice for television, and the other to do the same thing for the FM service.**

**3. The next logical step would be the incorporation of such standards respecting tropospheric propagation in the rules of the Commission.**

**4. The revision of the television allocation plan based upon the new standards, or recognition in the Commission's standards of good engineering practice of the effects of tropospheric propagation with a specific provision, however, that protection will not be accorded in making allocations of television channels to the various cities.**

**You can make your own estimate of the time required for the various steps outlined above as well as I. It seems to me that the minimum amount of time is in the order of 6 months for such a revision of the Commission's standards and rules. Nine months might well be taken as a better estimate of the time that will actually transpire. I do not want to minimize this problem at all, and the longer the period of time that elapses, the more aggravated becomes Issue 2 now before us.**

**This particular phase of the problem raises the question of whether we want adequate planning reflected in the television service or whether we are going to yield to the insistent pressures of applicants who are now willing to take whatever they can get but who, like persons now holding authorizations, will then want large service areas and protection from interference. It seems obvious that if we are to pursue the procedures I have been talking about, the processing of applications will necessarily need to be held up pending the adoption of a final rule on a new allocation plan.**

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# TV MILESTONES

## Coy Summarizes 20-Years

MILESTONES marking television's progress in the past two decades are chronologically outlined below, as prepared from FCC Chairman Wayne Coy's summary of TV history at the opening of last week's FCC-industry television conference in Washington *(See story page 21).*

1. Federal Radio Commission's annual report for the year ended June 30, 1928, saw television then as "only a matter of speculation."

2. By 1929 four 100-kc channels between 2000 and 3000 kc had been allocated for experimental "visual" broadcasting.

3. "By 1935 continued efforts to obtain better picture definition had pushed the experimental television stations to still higher frequencies" in 42-56 and 60-86 mc bands. Band width of 3000-4000 kc was thought necessary for high quality.

4. In 1936 an informal engineering conference prepared recommendations for allocations and in 1937 FCC allocated 19 channels to television. Initial applications were for the development of equipment and for experimentation.

### 1939 Applications

5. First applications for commercial, public broadcasting of television were received in 1939. FCC meanwhile set up its own Television Committee, which on May 22, 1939, issued the first FCC report on television, recommending that adoption of standards be delayed.

6. Also in 1939, three of TV's 19 channels were allocated for use also in general or specific research and experiments.

7. On Dec. 22, 1939, FCC issued proposed rules which would permit the licensing of a class of station to carry sponsored programs on a limited basis. In hearings a month later there was still considerable difference of opinion on standards for line and frame frequencies.

8. On Feb. 29, 1940, FCC announced tentative adoption of new rules providing for two classes of station: One class for experimental television and research, and one for experimental program facilities. FCC then thought television was on the "threshold of significant advances," but warned against encouraging any large public investment in receivers.

9. A "large-scale advertising campaign" to sell sets was nevertheless undertaken and FCC, after further hearings, repealed its previous authorization of limited program operation.

### Report to FCC

10. In January 1941 the National Television Systems Committee (NTSC), newly formed by Radio Manufacturers Assn. with FCC cooperation, submitted a report which was followed on March 20 by an FCC hearing designed to gather data on the state of the art. NTSC recommended that line and frame frequencies be fixed at 525 and 30 respectively, but indicated that color standards could not be agreed upon.

11. New rules permitting commercial television operation and adopting the NTSC standards were issued April 30, 1941. By that time one of the 19 channels had been reallocated to FM. Minimum program time was 15 hours a week, later reduced to four because of wartime conditions.

12. "Five commercial television stations . . . kept the art alive during the war." These were operating in New York (2), Philadelphia (1), Schenectady (1), and Chicago (1). Otherwise, construction was at a standstill under the wartime freeze.

13. On April 9, 1942, NTSC recommended that existing monochrome standards be retained, and indicated that color standards still were not justified.

14. Interest in postwar television began building up in early 1944. By June there were 52 applications on file, and a year later six commercial and three experimental stations were furnishing program service, and 118 commercial applications were pending. The freeze was lifted on Oct. 7, 1945.

### Allocation Research

15. Even before the construction ban had been removed, the Commission undertook (Sept. 28, 1944) the most comprehensive proceeding of its kind in the history of radio: A hearing to establish service allocations from 10 to 30,000,000 kc. In television there was conflict between advocates of color in the UHF spectrum and proponents of monochrome in the VHF range.

16. FCC issued its proposed allocations plan in January 1945, providing for 12 VHF television channels and recognizing that more space would be needed in the future. Hearings in February and March 1945 indicated the industry's opinion that 12 channels would be adequate at the outset.

17. The final report, issued May 25, 1945, provided for 13 television channels and urged experimentation above 300 mc, which FCC regarded as the logical place for television expansion.

### Allocation Plan

18. Various channel allocations plans were undertaken by FCC and industry experts, leading to the issuance on Sept. 20, 1945, of a proposal whereby all but one of the first 140 metropolitan districts would have at least one channel.

19. A hearing on television rules, regulations and standards was held in October 1945, at which time Television Broadcasters Assn. opposed the FCC allocation plan on grounds that the larger cities required more channels. TBA offered a plan of its own, which FCC subsequently rejected "chiefly because of antenna-site limitations."

20. On Nov. 21, 1945, FCC adopted a new plan which gave each city the same number of channels as the TBA plan provided, but did not utilize directional antennas.

21. CBS meanwhile petitioned for color standards in the UHF band. FCC denied the petition March 18, 1947, after hearings the preceding December, January, and February.

22. On Aug. 14, 1947, FCC proposed to eliminate the sharing of television channels by nonbroadcast services, and, to make room for these other services, to delete TV Channel 1. A proposed new allocation plan, based on 12 channels, was issued at the same time.

23. On May 8, 1948, after hearings held in November, the Commission made final its decision to eliminate sharing and delete Channel 1, simultaneously issuing a new proposed allocation plan which also provided for assignments in smaller communities not previously included.

24. Hearings on the proposed new allocations were started on June 29, producing testimony on tropospheric effects, use of directional antennas, and other questions which led to the present series of conferences to determine whether existing rules and standards ought not to be revised.

# BORDER TV

## *No Talks Yet, Says Coy*

NEGOTIATIONS have not yet been initiated with Mexico and Cuba looking toward agreements on television channel allocations along the two borders, FCC Chairman Wayne Coy told the FCC-industry engineering conference last week.

He pointed out that the U. S. and Canada had reached a tentative agreement on allocations to prevent mutual interference along the Canadian boundary, and said similar problems exist with respect to the areas adjacent to Mexico and Cuba.

Meanwhile Paul D. P. Spearman, Washington attorney for WBEN-TV Buffalo, reiterated his objection to the tentative Canadian agreement [BROADCASTING, July 12], charging that if it is put into effect U. S. stations along the border will "just about be knocked off completely." He asked the Commission to call the State Dept.'s attention to his charge that the agreement would "sell U. S. stations down the river."

Chairman Coy told the conference that all three border problems "should be resolved at the earliest possible date in order that the U. S. plan adopted may be stable in this regard."

Along the Mexican border, he said, "the most critical area would seem to be in the vicinity of San Diego," to which city FCC has proposed to allocate only four channels although five would be engineeringly feasible. "This provision," he said, "was made with the thought that if television is to develop in Mexico on the same frequencies used in the U. S., there will have to be at least one channel in the Tiajuana-Agua Caliente area."

Chairman Coy said "the problem with respect to Cuba is similar except that the interference potentialities do not appear to be too serious."

# 'Happy' Sells WVLK To Scripps-Howard

### S-H Is 'Reported' Planning Switch Of Regional to Cincinnati

SCRIPPS-HOWARD Radio was reported last week to have acquired Baseball Commissioner A. B. (Happy) Chandler's regional WVLK Versailles, Ky., with intentions of moving it to Cincinnati, subject to customary FCC approval. The sales price was understood to be in the vicinity of $300,000.

Under FCC's duopoly rule, Scripps-Howard would be required to dispose of WCPO Cincinnati, 250-w local on 1230 kc for which it has long sought a regional assignment. WVLK is on 590 kc with 1 kw. It went on the air last fall.

Formal application for FCC consent to the sale and transfer to Cincinnati is expected to be filed this week by the Washington law firm of Segal, Smith & Hennessey.

WVLK is licensed to Bluegrass Broadcasting Co., of which Mr. Chandler is president and one of the chief owners. The former Kentucky Governor and U. S. Senator organized the radio company in 1946 with his law partner, Calvin P. Rouse, and a group of local business and professional men. Recent realignments in the ownership have just been reported to FCC, including a reduction of President Chandler's holdings and with Gen. J. Fred Miles, of Louisville, becoming one of the principals.

WVLK has studios in Lexington, Ky. and Versailles. It is affiliated with Mutual, as is WCPO.

Scripps-Howard Radio has Cincinnati television and FM authorizations which would not be affected by the projected transfers. The newspaper subsidiary also controls WEWS (TV) Cleveland and WNOX Knoxville, Tenn., while the newspaper firm's Memphis Publishing Co. (*Commercial Appeal*) owns WMC and WMC-TV Memphis.

## MILLS AND ALBRECHT GET NBC VIDEO POSTS

LINING UP its Central Division television structure in preparation for the late-fall opening of WNBQ Chicago, NBC last week appointed Ted Mills as program manager [BROADCASTING, July 5] and Richard Von Albrecht as production manager for video operations.

Mr. Mills, who began his duties late last week, spent four years in the information and education division of the Army as a motion picture producer. He then joined NBC in New York as TV producer and created *Americana*, *America's Song* and *Musical Merry-Go-Round*, telecast regularly on the Eastern video network. He also worked as program manager of WGN-TV, *Chicago Tribune* station, when it took the air last spring.

Mr. Von Albrecht is taking television training in New York, and will report to Chicago Oct. 1. He has been chief stage designer at the Goodman Theatre in Chicago since his discharge from the Army in 1945.

NBC's Midwest television network, scheduled to begin programming today, will carry chain shows from Detroit and St. Louis affiliates until TV studios for WNBQ are completed later this fall. Original units in the Midwest network include KSD-TV St. Louis, WWJ-TV Detroit, WSPD-TV Toledo, WTMJ-TV Milwaukee and WBEN-TV Buffalo.

## Talk by Comr. Hennock To Be Carried by CBS

FCC Comr. Frieda B. Hennock will make her first broadcast since joining the Commission last June on CBS Oct. 10 when she addresses a luncheon meeting opening National Business Women's Week at the Hotel Biltmore in New York, the network announced last week.

Miss Hennock will speak to a group representing the New York League of Business and Professional Women's Club Inc. Her comments will be carried by CBS from 1:45 to 2 p.m.

# Programs

WWRL New York will be taken over by local children on Wed., Sept. 22, as part of station's observance of "Youth Month." Youngsters will be chosen from Boy Scouts, Girl Scouts, Police Athletic League, college workshops, and other youth groups to handle record shows, cover news stories, and even broadcast regular WWRL commercials.

### TV Mystery Theatre

BECAUSE of public demand for more live TV dramas, WGN-TV Chicago inaugurated "Chicagoland Television Mystery Theatre" with Gordon Urquhart playing Jeffery Hall, private detective. Written by George L. Broderick, program uses as many as three stage sets during each telecast, with an average cast of six. Bruno VeSoto directs.

### Documentaries on TV

MBS has scheduled series of four half-hour documentaries on "The Atom and You," the first program to be broadcast tonight, Sept. 20, 9:30-9:55. Others are to be aired on succeeding Monday nights. Series, being produced and directed by Sherman H. Dryer, will be handled in four different formats: mystery program, juvenile panel, discussion-quiz, and straight drama. Use of different formats is an experiment by which network hopes to learn best method of reaching sections of listening audience not reached by the conventional type of documentary broadcast, according to Elsie Dick, Mutual's director of educational programming.

### In the Store

SINCE large majority of consumers do their shopping first and last of week, WTAG and WTAG-FM Worcester, Mass., is expanding its "Take Your Pick" program to catch those shoppers right in client's store. Started Sept. 13, this woman-in-the-store quiz, originating from Sears and Roebuck in Worcester, will air twice weekly, Mondays and Fridays.

### 'Operations Success'

"OPERATIONS Success," new public service series, produced in cooperation with U. S. Veterans Administration, was premiered over WNHC New Haven and DuMont TV Network Sept. 21. Series will be telecast on Tuesdays, 8 to 8:30 p.m., and continue for four weeks. Program will demonstrate methods developed by VA to help disabled and partially disabled veterans find useful places in business and industry. Emphasis will be placed on work done with amputees who need special training and must master special skills in order to step out of category of wounded soldiers and become men capable of doing a full day's work. Throughout program employers will be asked to phone in job openings. Special teletype machines, set up in studios of WNHC and other DuMont affiliated stations, will flash job offers to network headquarters in New York where they will be relayed to VA headquarters. At end of each program report will be made to television audience as to number of job offers received.

### 'Nature Boy'

"NATURE BOY" (Eden Ahbez) takes to the airwaves this fall when he starts five-weekly, five-minute program on KMPC Hollywood. He will offer his ideas on philosophy and health, along with original musical arrangements. Program will be transcribed in order to permit him to take to the hills at will.

### 'This is History'

"THIS IS HISTORY," is new 15 minute locally produced show over WMAZ Macon, Ga. Program which is prepared by WMAZ Promotion Manager Frank Hubbs is presented Tuesday and Thursday night, 6:30 to 6:45 p.m. by Independent Laundry. Mr. Hubbs builds program around records taken from WMAZ files. Voices of Americans who have made history during past 10 years are taken from records, and used for program.

### New Studio Theatre

NEWLY renovated 500 seat Studio Theatre of WTTM Trenton, N. J., was opened Fri., Sept. 17, with a Barn Dance program. Program starred Fred-the-Fiddler and his Chuck Wagon Gang, with Riley Sisters, Harmony duo and Jack Wiggs, Swiss yodeler. "Purty" Peggy, radio square dance caller, handled the hoedowns. Barn dance will be a regular weekly feature of WTTM.

### Collegiate Football

BEGINNING Sat., Sept. 25, WASH-FM Washington will carry ten eastern collegiate football games in cooperation with Atlantic Refining Co.

### School of the Air

NEW programs for use in upper elementary grades and in junior and senior high schools are being prepared by Victoria Corey, KDKA Pittsburgh educational director, for use on KDKA "School of the Air" to be resumed today (Sept. 20) Monday through Friday at 9:45 a.m. New programs will include home economics on Tuesdays and social studies on Fridays. Other regular features are: Mondays, geography; Wednesdays, music and literature, and Thursdays, nature study.

### Niagara Falls

CATARACTS of Niagara Falls were televised Sunday, Sept. 12, by WBEN-TV Buffalo, N. Y. On-the-spot telecast of American and Horseshoe Falls were sent by radio-relay link from Canada to U. S. Telecast included shots of Oakes Gardens and Queen Victoria Park and several interviews. Broadcast was arranged through CBC and CHVC Niagara Falls, Ont. Ontario Labor Minister Charles Daley, who is also chairman of Ontario's Niagara Parks Commission, delivered a message from Premier George Drew of Ontario and Chairman Robert L. Rice Sr., of Niagara Frontier State Parks Commission, spoke for Gov. Thomas E. Dewey of New York.

### Recorded Interviews

INAUGURATION of recorded telephone interviews as means of adding greater realism to radio newscasts has been announced by Sheldon Peterson, KLZ Denver news and special events director. Innovation is first of its kind in Rocky Mountain area, according to KLZ. Recorded interviews are made possible through use of recorder-connector apparatus and will make possible faster on-the-scene reporting. KLZ listeners were introduced to station's new facility during special program Fri., Sept. 10 with interviews between Mr. Peterson and Gov. W. Lee Knous, Denver's Mayor Quigg Newton, KLZ Manager Hugh B. Terry attending regional NAB meeting in Yellowstone Park, Wyoming, CBS President Frank Stanton in New York and Ken White, radio columnist of "Denver Post."

---

BILL ANSON, KFWB Los Angeles disc m.c., is currently singing at Song Book Club, Los Angeles.

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MARKETBOOK Special

# Promotion

WITHIN few hours after WTAG Worcester, Mass., aired plea of Worcester Red Cross chapter for more volunteer nurses, on "Julie 'n' Johnny" show, three former nurses called to register for duty. According to Marion Roberts, Red Cross flack director, WTAG morning chatter show produced only tangible results, although all stations and newspapers were used in campaign, station reported.

### Your Sales Message

PROMOTION sheet distributed by WHLI Hempstead, N. Y., tells how station "can deliver your sales message to 1000 families on Long Island for 35 cents!" With facts and figures plus lists of advertisers who have sold merchandise and service, WHLI announces its worth to Long Island businessmen and consumers.

### Pulse of Boston

GRAPH showing how Boston radio listeners react to seasonal program fluctuations, such as baseball, was used by WEEI Boston to tell trade that listeners stick with it in spite of seasonal fluctuations. Graph shows WEEI has constant listening audience of 23.1% for a 20 month period, January 1947 to August 1948.

### TV in School

EXPLORING the possible uses of television as an educational medium, students in Salt Lake City's three major high schools witnessed telvision demonstration in their asembly halls arranged by KDYL-W6XIS, Salt Lake City board of education and Glenn Earl Inc., RCA Victor distributor. Dr. M. Lynn Bennion, city superintendent of schools, welcomed students back to regular class work in what is believed to be first time in U. S. that school superintendent has used television to talk to students in combined schools under his direction. Reception in three high schools was near-perfect and educators and station officials were highly pleased with their efforts. Dr. Bennion told KDYL-W6XIS officials after demonstration that "school board is interested in any media which will improve the process of education."

### Star Market

DOMINATES the rich Lebanon Valley and covers six major cities is theme of four page promotion pamphlet distributed by WLBR and WLBR-FM Lebanon, Pa. Folder states facts on WLBR service and coverage and gives briefs on types of shows which make it "Star Market of Central Pennsylvania."

### On-the-Spot

SPECIAL events crew of KGO San Francisco was on-the-spot when 15,000 acre fire broke out in redwood forests of Santa Cruz county this month. Crew flew over fire area in Southwest Airways special plane. Tape recordings were made of scene below, and broadcast was later released to ABC coast to coast network as well as on two local newscasts.

### Prize Winner

FIRST PRIZE in the Gene Autry song-title contest conducted by WBBM-CBS during his personal appearance at Chicago's Oriental theater goes to Chicagoan Bob Preston, guitarist, who suggested "Ropin' A Rainbow." Winner received phonograph, long-playing microgroove records and albums.

### TV Demonstration

IN cooperation with The Associated Broadcasters Inc.-KSFO San Francisco, and their forthcoming television station KPIX, Macy's, San Francisco, announce completion of arrangements for week long television demonstration. Television receiving sets will be installed at strategic locations on each of seven floors to show television programs picked up by cameras installed on fifth floor. General public will be invited to witness television in operation for full week, both mornings and afternoons. This television preview is in advance of KPIX's actual broadcasting of television scheduled for December, 1948.

### Interview

REPORTER Tony Morse, KGO San Francisco got play-by-play account as Carl Kruger, assistant chief engineer of San Francisco Fire Dept., registered "Shipwreck" van Noland for draft. Mr. van Noland, 22, had to register Sept. 8, but, with only 11 more days to go to break flagpole sitting record of 52 days, didn't want to leave his perch, atop 50 foot pole on automobile dealer's lot. San Francisco Fire Dept., which is aiding in registeration, cooperated with 85 foot hydraulic ladder and Chief Kruger helped van Noland fill out the papers. Mr. Morse's on-the-spot interview was heard Sept. 8 on ABC's "Headline Edition" and on KGO's "Eleventh Hour News" that night.

### Favorite Story Contest

PRODUCERS of Ronald Colman "Favorite Story" program, Frederic W. Ziv Co., announce opening of contest that will give every radio listener an opportunity to state why a certain book, motion picture, etc., is their "Favorite Story." Contestants are asked to write brief statement about their "Favorite Story" and entry that is chosen by star of program, Ronald Colman, and his judging committee as national winner, will receive an all-expense two-week trip to Hollywood, accompanied by a member of their family or friend. Or, if winner elects, he may take $1,000 as his award, instead. Entries are to be sent to Mr. Ronald Colman in Hollywood. In each city where "Favorite Story" program is sponsored, local winner will be chosen and will receive prize to be offered by local sponsor. Local winner also automatically qualifies to enter national "Favorite Story" contest.

### Information Folder

IN A 15 page folder divided into sections on market information, station information and coverage, KHAS Hastings, Neb., outlines picture of services rendered and markets covered for potential time-buyers. Also included are pictures of station events and two-page spread on featured programs and their sponsors. KHAS is represented by John E. Pearson Co.

### AM, FM and TV

THREE broadcast media, AM, FM and TV, will transmit Rubin's "Stars of Tomorrow" as Lee Bennett conducts show on WGN-TV, WGN and WGNB Chicago. First broadcast was on Sept. 19 and will be followed by one on Sept. 26. Program will originate from National Television and Electrical Living Show at Chicago's Coliseum, as sponsored by Electrical Assn. of Chicago.

### Too Much Business

COUPLE of weeks ago Clark Allen, salesman for KRIC and KRIC - FM Beaumont, Texas, dropped by a little repair shop run by man named Moses. Mr. Clark sold Mr. Moses two thirty second daily plugs. Slogan to be used was "Moses fixes everything!" Recently Mr. Clark dropped into shop and found it bedlam. Mr. Moses rushed at him yelling, "Take it off the air!" For Gawd's sake, "take it off!" Mr. Moses said that since ad had been on air he had been swamped with 98c alarm clocks, broken baby dolls, hot water bottles, and sundry other items. While Mr. Clark was there Moses answered five telephone calls—all result of spots. Mr. Moses shouted at all five callers: "No ma'm! Moses don't fix anything!" Mr. Moses finally decided to keep his plugs, but with potent phrase deleted. Mr. Clark says that it's first time in his many years of selling that an advertiser had complained of too much business!

### Listener's Paper

NEWEST promotion for KCMO Kansas City, Mo., is listener's paper which features KCMO personalities and programs. Called "The 8-Ten Signal," promotion calling for $1.00 year subscriptions have been handled entirely on air. Courtesy and sample mailing for first issue went out to over 5,000 people, according to station. "8-Ten" represents KCMO's place on radio dial. Paper also carries many pictures of station's stars and facilities.

### New Home

WITH bright yellow slip of paper KSTP, KSTP-TV and KSTP-FM Minneapolis announced that starting Oct. 1, its new home would be 3415 University Ave., in both Minneapolis and St. Paul. Slip shows picture of stations' new modernistic home.

### Lace Up

ENTITLED "To Lace Up More Kansas Sales," WIBW and WIBW-FM Topeka and KCKN Kansas City, folder states why these stations belong in "your" Kansas selling program. Aimed at women in advertisers family, folder included small plastic bodkin used for threading ribbons in blouses,etc.

### Donkey Prize

RADIO announcer Ed Fisher of WHIZ Zanesville, Ohio, winner of baby donkey "Atomic," offered by comedian Jerry Colonna in recent contest, presented animal to children of Avondale Children's Home during broadcast from WHIZ tent at Muskingum County Fair. "Atomic," made an honorary Staff-Sergeant in Marine Corps at West Coast ceremony in which Mr. Colonna was made an honorary Sergeant (to be outranked by the donkey) was flown to Cincinnati by American Airlines and brought to Zanesville by truck. On hand to receive "Staff-Sergeant Atomic," in addition to Mr. Fisher, was Sgt. Ray Pennock of U. S. Marine Corps stationed at Zanesville, who added an endorsement to "Staff-Sergeant's" orders, transferring him permanently to Children's Home, where he will serve "in charge of recreation."

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**Type WX-1A**
**50 to 220 Mc**

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## —for the television and FM bands

### SPECIFICATIONS

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| **Freq. Range** | 50 to 220 Mc |
| **Sensitivity** | 5 microvolts to 20 microvolts/meter, depending on frequency |
| **I-F Bandwidth** | 150 kc |
| **FM Adjacent Channel Selectivity** | 65 to 1 |
| **FM Band Image Ratio** | 130 to 1 |
| **Power Supply** | Built-in 6-v, voltage-regulated (a-c power supply also available) |
| **Weight** | |
| Meter | 43½ lbs. |
| Antenna (including tripod) | 15 lbs. |
| **Size** | 19"L x 14½"H x 13" D |

THE WX-1A meets the strict requirements of FM and TV engineers for a field-intensity meter of laboratory accuracy covering television, FM, and AM services between 50 and 220 Mc. Its high sensitivity permits minimum readings ranging from as low as 5 microvolts per meter at 50 Mc, to 20 microvolts per meter at 200 Mc.

Completely self-contained, the WX-1A includes a very stable superheterodyne receiver. Selectivity characteristic is down 65 to 1 on adjacent FM channels. Image ratio is 130 to 1 at 100 Mc. A 2-stage audio amplifier drives a built-in loudspeaker for continuous audio monitoring of the signals being measured. Separate output terminals provide for convenient use with the standard Easterline-Angus recorder. The built-in vibrator power supply includes its own voltage regulator. The antenna . . . furnished with each WX-1A...is adjustable for horizontal or vertical polarization.

For accurate data on the service area of any TV, FM, or AM station in the uhf—and for authoritative coverage information for FCC proof-of-performance—the WX-1A is second to none. Complete details are available from your RCA Broadcast Sales Engineer. Or from Dept. 19IC, RCA Engineering Products, Camden, N. J.

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# TV LIGHTING

## GE Sponsors Two-Day Conference

TELEVISION lighting conference was held last Monday and Tuesday under auspices of General Electric Lighting Institute, Nela Park, Cleveland, with 75 industry executives in attendance.

The two-day agenda included a series of talks covering various aspects of video lighting. General Electric engineers were assisted by guest speakers from other organizations.

### Conference Plans

Plans for the conference were outlined by F. E. Carlson, of GE, in opening the conference. Other talks and papers follow: "TV Demonstration of Lighting Terms," D. A. Pritchard; "TV Demonstration of Pickup Tube Characteristics," L. B. Headrick, RCA; "Light Sources for TV," and "Quality and Quantity of Light," Mr. Pritchard; "TV Demonstration of Tonal Rendering With Various Light Sources and Filters," R. Blount; "Light Control and Lighting Equipment," R. E. Farnham; "TV Demonstration of Merchandise Lighting," C. M. Cutler; "New Horizons in Lamp Research," Alston Rodgers; demonstration at WEWS Cleveland, "Importance of Lighting From Sponsor's Viewpoint," Chester Eulesza, BBDO; inspection of WEWS facilities; "Lighting of Other Station Areas," R. L. Oetting; "Interpretation of Performance Data for Lighting Equipment," Mr. Farnham; "TV Demonstration of Use of Light for Effective Modeling," D. J. Mohler; "Layout of Light System for Typical Studios," R. Blount; "Interference From Discharge Light Sources," Jack Campbell.

Attendance follows:

Adams, Paul G., WEWS Cleveland; Allen, A. B., WWJ-TV Detroit: Altman, Edward, Capitol Stage Lighting Co., New York; Arvidson, Paul G., WOC-TV Davenport, Ia.; Austin, Allan S., Austin Co., Cleveland.

Berk, Roger G., WAKR Akron; Biederman, Les, Paul Bunyan Network, Traverse City, Mich.; Bopp, C. C., Crosley Broadcasting Corp., Cincinnati; Bowden, J. L., WKBN, Youngstown; Braun, Warren L., WAAM-TV Baltimore; Davidson, Sidney, WPIX New York; Davis, Glen A., WCPO Cincinnati; DeLany, Ralph H., WHK, Cleveland; Druckenbrod, L. M. Jr., Austin Co., Cleveland; Eddy, W. C., Television Associates, Chicago; Epperson, J. B., Scripps - Howard Radio, Cleveland; Fleming, Jos. W., Philips Labs., Irvington-on-Hudson, N. Y.; Fox, Robert A., WGAR, WJR, KMPC Cleveland; Frase, F. C. Jr., WMCT Memphis; Friedman, Thomas, Cleveland; Gerstin, Stanley, Tele-Tech Magazine, New York; Gill, George H., Kliegl Bros., New York; Hammerschmidt, A. L., NBC, Cleveland; Headrick, L. B., RCA, Lancaster, Pa.; Higgons, E. T., Weston Elect. Inst. Corp., Newark, N. J.; Hill, James S., WHKK Akron, Ohio; Holland, Harold, WFBM Indianapolis; Huhndorff, Paul, KLEE and KLEE-TV Houston: Kiggins, Keith, Television Associates Inc., Chicago; Kilpatrick, Leroy E., WSAZ Huntington, W. Va.; Kitchen, M. W., NBC-WTAM (WNIK) Cleveland; Knopp, Irwin L., WAKR Akron; Kook, Edward F., Century Lighting, New York; Lauth, Richard E., WHIO Dayton; Lewis, George, WCAU-TV Philadelphia; Makinson, Grant E., WEWS-TV Cleveland; Mayers, M. A., Display Lighting Inc., New York; McNaughten, Neal, NAB, Washington; Meyer, William T., Architect, New York; Morris, Robert M., ABC, New York; Nafzger, Lester H., WBNS Columbus; Newborg, David, RCA, Cleveland; Nixon, George M., NBC, New York; Plank, Ray A., WFUR Grand Rapids, Mich.; Pierce, R. M., WGAR Cleveland; Price, Edison, Display Lighting, New York; Rackey, C. A., NBC, New York; Risk, J. E., KSD-TV St. Louis; Roe, John H., RCA-Victor, Camden, N. J.; Ryan, G. Elwood, WBBC Flint, Mich.; Saveland, B. W., Austin Co., Cleveland; Shelby, Robert E., NBC, New York; Sherman, John M., WTCN Minneapolis; Singer, Charles H., WOR New York; Snyder, Reed E., WHO Des Moines, Ia.; Stoetzel, George J., CBS-TV New York: Tank, Herbert F., WWJ-TV, The Detroit News, Detroit; Thalner, R. R., Farnsworth Television & Radio Corp., Fort Wayne, Ind.; Tudor, Jack H., KLEE Houston; Vance, H. C., RCA Tube Dept., Harrison, N. J.; Veal, T. G., Eastman Kodak Co., Rochester; Weller, D. A., WISN-Hearst Radio Inc., Milwaukee: Williamson, W. P. Jr., WKBN Broadcasting Corp., Youngstown; Wingard, Lloyd, WGAR Cleveland; Bateman, J. W., Canadian General Electric Co., Toronto; Dunphy, K. R., Canadian General Electric Co., Toronto.

For General Electric Co., Adanti, Paul; Brown, R. J.; Casselberry, Robert L.; Cooke, Larry; Crysler, C. M.; Diefenthaler; R. J.; Fancher, H. B.; Frederick, G. William; Hazleton, S. H.; Holmes, P. R.; Howard, J. W.; Kidder, O. P. Jr.; Lyman, A. L.; McIlwain, M. S.; Olsen, Vernon O.; Potter, Walter; Reik, D. G.; Shepard, W. L.; Sidle, T. C.; Stover, C. R.; Walker, F. R.; Walker, W. R.; Weibel, H. R.; Wiggin, J. F.

## NBC, Columbia U. Will Collaborate on Courses

COLUMBIA U. will offer 18 courses in radio and television during the coming winter semester, in cooperation with NBC.

Instructors will include Fred Bate, assistant to the network's vice president in charge of international relations, and Hugh M. Beville, NBC research director. Mr. Bate will give a course in the development of international broadcasting, radio systems now in operation throughout the world, and radio regulations. Mr. Beville will lecture on radio research.

Columbia's radio courses are directed by Erik Barnouw, president of the Radio Writers Guild, and an assistant professor of English at Columbia.

## Change Call Letters

THE FORT INDUSTRY Co.'s television station in Detroit will use the call letters WJBK-TV instead of WTVO, Ralph G. Elvin, managing director, announces. WJBK-TV will be on Channel 2 (54-60 mc).

## *Technical*

**ROBERT W. CLARK** and **JOHN E. BURRELL** will return to California for NBC. Latter as television operations supervisor and former as television field supervisor for NBC's western operations and NBC's Hollywood TV station KNBH. Both men will return to California from New York.

**PRECISION Apparatus Co.,** announced their new Series TV High Voltage Safety Test Probes. Probes are positive and economical solution to serious service problem created by high voltage television circuit testing. They afford direct measurement facilities up to 30,000 volts D. C., with complete safety to operator and provide direct kilovoltmeter facilities with present high sensitivity test sets and vacuum tube voltmeters, according to company's report.

**RCA Engineering Products Dept.** has announced new lightweight, portable remote amplifier to provide high-fidelity audio pickup facilities for AM and FM broadcast programs. Company expects amplifier to be used widely in remotes of sporting events, street programs, political and social meetings, park concerts, in small studios and as an emergency unit in large studios.

**DONALD G. BUCK,** former RCA television camera demonstrator, has joined the staff of WFIL-TV Philadelphia as supervisor of remote television pickups. He also will be in charge of camera equipment maintenance for station. Mr. Buck, with 20 years' experience in video, served as chief radio engineer on Army projects in Panama before joining RCA. Prior to that time, he was employed by Hazeltine Corp., where he worked on Navy radar installations. He also served for 12 years at WBEN Buffalo as radio engineer.

## *Turntable*

**FREDERIC W. ZIV Co.,** Cincinnati, announced that six of its transcribed radio shows have been contracted for by WLDY Ladysmith, Wis. Shows are "Favorite Story," "Barry Wood," "Wayne King," "Sincerely Kenny Baker," "Korn Kobblers," and "Boston Blackie."

**HAL TATE RADIO PRODUCTIONS,** Chicago, announced that WIRK West Palm Beach, Fla., has purchased "Who's Talking," package to be aired half-hour weekly from Palm Beach Paramount Theatre under sponsorship of Outside Venetian Blind Co., Palm Beach (jalousies and storm shutters).

**WORLD BROADCASTING System Inc.,** Chicago, is moving to new offices in London Guarantee Bldg., 360 N. Michigan Ave., from 301 E. Erie St., W. C. Hutchings, resident manager, has announced. Firm, which will share Suite 906 with the Frederic W. Ziv Co., has jurisdiction over 18-state area.

AGRICULTURE

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice *of* Kansas *in* TOPEKA

## SPRINGFIELD FM PLEA TURNED DOWN BY FCC

DECISION to deny application of Radio Voice of Springfield Inc., Springfield, Ohio, for new Class B FM station in that city was announced by FCC last Monday. FCC said the proposed outlet would substantially overlap with a Dayton station under common control.

Radio Voice of Springfield, licensee of AM station WIZE Springfield, is 52% owned by Charles Sawyer, who is sole owner of WING and WING-FM Dayton. Both WIZE and WING are affiliated with ABC and have joint management and sales operations, FCC found.

The report showed that the 50-microvolt contour of the proposed Springfield FM outlet would overlap with 31.2% of the Dayton population while WING-FM would overlap 97.8% of the population within the proposed Springfield station's area. On this basis FCC held the Springfield proposal would violate Sec. 3.204(a) of its rules relating to multiple ownership and prohibiting common ownership of outlets in the same area.

The Springfield station had sought facilities of Channel 261 (100.1 mc) with effective radiated power of 3.38 kw and antenna height above average terrain of 197 ft.

## New Capital FM Outlet To Get Underway Today

WOL-FM Washington is slated to go on the air today (Sept. 20), duplicating all programs of WOL, Cowles Broadcasting Co.'s AM station in the Capital, Phil Hoffman, Cowles vice president, announces.

WOL, a 5-kw Mutual affiliate, operates from 6 a.m. to 12:30 a.m. on 1260 kc. WOL-FM, operating with 20 kw, will be on Channel 254 (98.7 mc).

NEW one-volume edition of Art Henley's textbook, "Radio Comedy: How to Write It," published by Humor Business, will be off the presses Sept. 15 at reduced price of $6.00.

## HOOPER TOP 20 STATIONS IN U. S.

*Morning, Afternoon and Evening in Cities Covered by Hooper Listening Index*

THE LATEST list of top 20 stations with the best share of audience ratings in cities where continuous city Hooperatings are published, a regular monthly feature of BROADCASTING, is presented here.

This marks publication of the second such report and covers the June-July period. C. E. Hooper Inc. pointed out that stations listed were only those in cities where the continuous city Hooperatings were published and also that share of audience was seriously influenced by the number of stations operating in a given city.

The rankings follow:

| | MORNING | | AFTERNOON | | EVENING | |
|---|---|---|---|---|---|---|
| Rank | Station | Share of Audience | Station | Share of Audience | Station | Share of Audience |
| 1. | KRNT Des Moines | 46.9 | WKY Oklahoma City | 49.5 | WFLA Tampa | 40.7 |
| 2. | KOIL Omaha | 46.4 | WOAI San Antonio | 44.1 | WTAG Worcester | 39.9 |
| 3. | WKY Oklahoma City | 42.9 | WRVA Richmond | 41.7 | WKDA Nashville | 39.1 |
| 4. | WCCO Minneapolis-St. Paul | 42.7 | WTAG Worcester | 41.7 | WKY Oklahoma City | 38.4 |
| 5. | WTOL Toledo | 40.9 | WLW Cicinnati (Dayton) | 40.6 | WOW Omaha | 37.8 |
| 6. | WRVA Richmond | 39.5 | WFAA-WBAP (NBC-Ft. Worth) | 39.9 | WOAI San Antonio | 37.5 |
| 7. | WISH Indianapolis | 38.7 | WFAA-WBAP (NBC-Dallas | 39.8 | WRVA Richmond | 37.0 |
| 8. | WBNS Columbus | 38.5 | WHEC Rochester | 38.8 | WBNS Columbus | 36.5 |
| 9. | WFBL Syracuse | 37.5 | KRNT Des Moines | 38.7 | WAVE Louisville | 35.3 |
| 10. | WBEN Buffalo | 36.8 | KPRC Houston | 37.8 | WLW Cincinnati (Dayton) | 35.0 |
| 11. | WHEC Rochester | 36.8 | KOA Denver | 36.5 | WJW Cleveland | 34.8 |
| 12. | WQAM Miami | 36.4 | WOW Omaha | 36.1 | WFAA-WBAP (NBC Dallas) | 34.3 |
| 13. | WTAG Worcester | 36.2 | WFBL Syracuse | 35.1 | WSPD Toledo | 34.2 |
| 14. | WSPD Toledo | 35.7 | WSPD Toledo | 32.8 | WSGN Birmingham | 34.2 |
| 15. | KSL Salt Lake City | 34.0 | WAVE Louisville | 32.8 | WTMJ Milwaukee | 33.9 |
| 16. | WHIO Dayton | 33.8 | WJAX Jacksonville | 32.3 | KOA Denver | 33.8 |
| 17. | WISN Milwaukee | 33.3 | WSB Atlanta | 32.3 | WHIO Dayton | 33.8 |
| 18. | KOIN Portland | 32.8 | WSM Nashville | 31.9 | WHEC Rochester | 33.1 |
| 19. | WCOL Columbus | 32.6 | WMC Memphis | 31.5 | WTIC Hartford | 32.0 |
| 20. | WSGN Birmingham | 32.1 | KNBC San Francisco | 31.5 | *WCCO and WHAS | 31.9 |

* WCCO Minneapolis, WHAS Louisville tied.

[*Editor's Note: These listings do not necessarily mean that stations in unsurveyed markets are below the share of audience ratings indicated. They simply constitute an index of top stations in the markets in which Hooper conducts continuous coincidental surveys.*]

## Video's Impact on Sales Is Outlined by Carmine

PROBABLE effect of video on the sale and distribution of goods was outlined by James Carmine, sales and merchandising executive of the Philco Corp., in a $20,000 visual demonstration of TV in both production and reception stages Thursday night before members of the Chicago Federated Advertising Club at the Morrison Hotel.

Mr. Carmine, vice president in charge of distribution for the firm, and his engineers arranged the Hotel's Terrace Room with TV studio, transmission and reception facilities so that 600 persons could watch the entire process from dining tables. Theme of the show, "Television in Action," backed Mr. Carmine's belief that video makes "entirely new fields of entertainment open for millions of people, and is a tremendous impact on our way of living."

## Parks Johnson Retiring From Radio for Farm Life

PARKS JOHNSON, originator and "senior interviewer" of *Vox Pop*, a pioneer network quiz-audience participation show, has announced his retirement from radio to devote full time to his ranch and farms in Texas.

Mr. Johnson will retain his ownership rights in *Vox Pop*, last heard in May on ABC for American Express. The show will be rebuilt around Warren Hull, Mr. Johnson's interviewing associate, and "slanted toward television". The show has not yet been sold for the fall season. A new partner is being sought for Mr. Hull.

*Vox Pop* has been on the air for 16 years.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

LEADERSHIP is Earned

Service to the public has made WSYR the leader among Central New York stations.

The fruit of WSYR's leadership is a listening audience among the 300,000 radio families in the area where last year NINE HUNDRED MILLION DOLLARS were spent on retail purchases alone.

WSYR SYRACUSE

570 Kc — 5000 watts

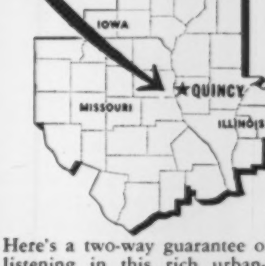
NBC Affiliate in Central New York

HEADLEY-REED, *National Representatives*

WTAD

WTAD-FM

Quincy, Illinois



Here's a two-way guarantee of top listening in this rich urban-rural market. WTAD and WTAD-FM assure more listeners . . . more sales and profits. Use these dominant stations to tell and sell!

| WTAD | WTAD-FM |
|---|---|
| 930 KC 1000 Watts | 99.5 MC |
| CBS Affiliate | Channel 258. ERP 53,000 Watts. |

Covers 34 Mississippi Valley Counties—core of productive Illinois—Missouri—Town agricultural regions. WTAD-FM carries AM programs . . . with 53,000 watts ERP a whopping big plus coverage feature.

Represented by WEED & COMPANY

Lee STATIONS

*Hon. James H. West*
*Kastor Agency*
*Chicago, Ill.*

*Dear Jim:*
*"A real buy" . . . that's what 'tis, a real buy" . . . that's what Frankenberger's, Charleston, West Virginia's men's store must be sayin' 'bout th' new teen age program they have bought on WCHS . . . Completely produced by teen agers, th' program will be from a different high school each week . . . Another WCHS first in Charleston . . . Which of course you have t' expec' from th' town's 5000 watt radio station which has CBS in addition to bein' 580 on yer dial. "A real buy" means not only Frankenberger's new program, but any program on WCHS.*

*Yrs.*
*Algy*

WCHS

Charleston W. Va.

Only station saturating rich Western Washington market!

KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Use the TOP Hooperated Station in Nebraska's Capital City Market*
KFOR
LINCOLN
* OVER 100 MILLION DOLLARS ANNUAL RETAIL SALES
BASIC ABC
Represented by PETRY

# KGO-'EXAMINER'

## Sign Cooperative Agreement

KGO San Francisco and the *San Francisco Examiner* have signed a cooperative pact involving mutual use of their facilities. The contract became effective Sept. 15. The *Examiner*, under terms of the pact, has the use of KGO's AM, FM and TV transmissions. KGO is an ABC station.

The pact was signed by Clarence Lindner, publisher of the *Examiner*, and Gayle V. Grubb, KGO general manager.

Among the provisions of the pact are:

- Televising by KGO-TV of such *Examiner* sponsored events as the "I Am an American Day" celebration, amateur boxing, football, basketball and other athletic events.
- Co-operation of the two organizations in public service and news events, publicized regularly with identifying and "coming attraction" spots at station breaks on KGO-TV.
- Each organization bears its own expenses on mutually sponsored programs. KGO's paid radio column, which runs three times weekly in four other Bay Area newspapers, inserted in the *Examiner*.
- Highlighting of KGO's program listing in *Examiner's* daily log and a daily box publicizing mutually sponsored events and other KGO programs.
- Six-man committee, three from the *Examiner* and three from KGO, to meet once a month.

Discussions leading up to the agreement were begun when ABC President Mark Woods visited San Francisco early this year.

## LECTURE BY MORTIMER WILL OPEN AD COURSE

ADVERTISING Women of New York will open its 20th annual survey of advertising course for registration on Oct. 6 at the Hotel Astor in New York. Subsequent weekly sessions are to be held Monday evenings at 7:30 p.m. for 24 weeks.

Lectures will start on Oct. 11 with a talk on public relations and advertising by Charles G. Mortimer Jr., General Foods Corp., vice president in charge of marketing. Among other subjects included in the course are: Planning the campaign, budgets, research, radio and television, films and jobs in advertising. Field trips will include a daily newspaper, radio station, printing plant and a photograph studio.

Chairman of the course is Margaret Stark, research director of Gotham Adv. Co. Co-chairmen are Hulda Kloenne, educational director of public health committee of Paper Cup & Container Institute, and Nadine Miller, director of press and public relations for C. E. Hooper.

Requests for information should be addressed to Survey Course, Advertising Women of New York, 1233 Avenue of Americas.

## WAVE's HODAPP EDITS NEW JAZZ ERA BOOK

**THE PLEASURES OF THE JAZZ AGE. Edited by William Hodapp. 417 pp. New York: Farrar, Straus & Co. $4.00.**

LAST month WAVE Louisville aired a half-hour documentary it adjudged "unique in the annals of Louisville radio . . . one of the finest things done by a station of this size." No ordinary documentary in the truest sense of the word, the program used 10 actors and a chorus of 26 to tell the nostalgic story of the fabulous 20's, "the era of wonderful nonsense."

Basis for the documentary was an anthology, *The Pleasures of the Jazz Age*, edited and introduced by Bill Hodapp, who is continuity editor of WAVE. Mr. Hodapp has collected excerpts from nearly 50 works by both American and foreign authors to catch the spirit of an era in which radio was aborning. He divides his 417-page work into three sections—character portraits, the problems and pleasures of the jazz era.

Mr. Hodapp, who has been at WAVE for more than a year and who previously was associated with NBC in New York, still writes numerous network shows in addition to his duties at the station. He was born in Louisville in 1912 and has written since his college days. During the war he was a major in charge of the Army Magazine and Book Division.

## TV Coverage Charts

A SET of video coverage charts, showing coverage to be expected with varying combinations of power and antenna height for each of TV Channels 2-13, has been prepared by John H. Battison, ABC allocations engineer. Charts will be published in the October issue of *Electronics* magazine.

# Miller Says Radio Helps Free Press

"WE BROADCASTERS are you frontiersmen right now, fightin the common battle against the encroachments of Government o private enterprise," NAB President Justin Miller told the Washington Athletic Club, Seattle.

In the audience, in addition t executives of virtually all radi stations in the Puget Sound area and other local businessmen, were delegates to the American Ba Assn. convention and business officials. The NAB president was introduced by Harry Spence, president of KXRO Aberdeen and NAB district director.

Radio is covered, along with all other channels for the expression of opinion, by the guarantees of the First Amendment to the Constitution, Judge Miller asserted. He warned the press—including newspaper, magazine and book publishers—to make common cause with broadcasters on the issue of freedom from Government control because, he said, the forces of dictatorship are most eager to take over the media of communication, "and they do not care which one they start with."

Judge Miller called the FCC's Mayflower decision a "flagrant violation of the Constitution," because in his opinion it represented restriction upon expression which is forbidden to the Congress by the First Amendment. "If a broadcaster wants to editorialize, that's his privilege," he added, citing radio's public service broadcasts on behalf of Chamber of Commerce campaigns, the Red Cross and Community Chest as editorial action by broadcasting stations.

Calling the United States "practically an oasis so far as freedom of broadcasting is concerned," Judge Miller stated that although many other countries criticize various phases of American broadcasting, all concede that we have the best radio programming in the world. To critics of radio advertising, he declared that this is what makes fine programming possible.

COVERAGE at Low Cost of
YOUNGSTOWN
OHIO'S 3rd MARKET
with
WFMJ • WFMJ-FM
ABC

Population ........................................ 520,300.
Retail Sales (Est. 1947)................$406,090,000.
"Copyright 1948, Sales Management Survey of Buying Power"

ASK HEADLEY REED

# CLASSIFIED ADVERTISEMENTS

YABLE IN ADVANCE—Checks and money orders only. Situation Wanted c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All er classifications 25c per word—$4 minimum. No charge for blind box mber. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks eceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

OADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

## Help Wanted

### *Managerial*

**anted**—Live station manager who can ll time—250 watt station in small rowing Alabama town. Can acquire me stock if desired. Give full inforation, references, and compensation. eply Box 690, BROADCASTING.

**mmercial manager** wanted by 10,000 att midwest station. Must know adertising and have connections in naonal field. Good advancement potenalities. Write Box 725, BROADCASTNG.

### *Salesmen*

**ranscription salesmen**—All sections. opular line of jingles, shows. Top comissions. Give territory and other repesentations. Box 318, BROADCASTING.

**alesman**—Experienced time salesman ith proven selling ability capable proucing results competitive market. illing pay top salary. WAND, Canton, hio.

OPENING FOR
SALES MANAGER
IN MAJOR MARKET

Ability to promote broadcast sales in major market on highly competitive basis. Must have at least 10 years sales experience in radio advertising. Unlimited opportunity for the man who can qualify. Send complete information regarding salary, past positions and date available first letter. Confidential.

BOX 604, BROADCASTING

**Wanted at once**—Experienced salesman only—one not afraid of housing problem. Permanent position, excellent future. Connecticut network station. Substantial salary, plus commission. Full details first letter. Box 678, BROADCASTING.

**WIVY,** Jacksonville, Florida. Sales promotion open—15%. Contact Mr. Jones.

TRANSCRIPTION LIBRARY
SALESMAN

Wanted: To Travel. Commission basis. Every station can use our large repertoire, augmented monthly. Library sells at a low monthly rental. Must have car. Answer giving us your past experience. A hard worker can make real money. Box 673, BROADCASTING.

**Live in Los Angeles.** 24 hour station has opening for two live salesmen. 20% commission no draw. Jim Strain, Commercial Manager, KWIK, Burbank, Calif.

**Salesman,** exclusive territory, Buffalo area suburban station. Box 749, BROADCASTING.

## Help Wanted (Cont'd)

**Radio station** salesmanager wanted by new Washington, D. C. station; $6000 salary plus percentage. Radio or agency experience essential. Must have thorough knowledge of Washington market. Our staff knows of this advertisement. To arrange interview, address Box 710, BROADCASTING.

### *Announcers*

**Announcer-control board** operator willing and able to work on GI Bill of Rights. Somebody with initiative who is willing to work in exchange for varied experience in all types of announcing Please send audition disc and photo to Radio Station WAND, 106 High, N. W., Canton, Ohio.

**Announcer** wanted by 50,000 watt CBS affiliate. Do not apply unless you have ability to punch commercials. Good voice, versatility of performance, reliability, congeniality and initiative are prerequisites. Send audition disc, complete background and references to KWKH, Shreveport, Louisiana. No applications considered without disc.

**Announcer**—Directing, producing experience for new Washington FM station. $2600 a year. Write full particulars. Disc. Box 699, BROADCASTING.

**Announcer**—Experienced who can do hillbilly, act as farm editor and do general announcing. Must have selling voice. $65. WMIX, Mt. Vernon, Illinois.

**Announcer**—Experienced man wanted for Pennsylvania station. General staff work—no specialists. Box 727, BROADCASTING.

**Wanted**—Topnotch thoroughly experienced newscaster for good market midwestern station. Excellent offer to exceptional man. Full details and audition disc from qualified men only. Box 726, BROADCASTING.

**Combination man**—Permanent position for combination announcer-engineer. Clean personal habits, good character essential. Training and experience necessary. Monthly salary $250 guaranteed. Unusual oportunity for betterment. KVLH, Pauls Valley, Oklahoma.

**Need** announcer-engineer and announcer-salesman immediately. Sixty dollars. KCNY, San Marcos, Texas.

### *Technical*

**Engineer-announcer** for network affiliate in southwest. $250 month for 5½ day week. Must be sober, steady, reliable. Letter, disc to Box 560, BROADCASTING.

**Engineer-announcer** for 250 watt MBS affiliate wanted immediately. Experience not essential. Contact Bob Moran, WRQN, Vidalia, Georgia.

**Team of** two transmitter engineers for new station opening soon. Chance for friends to be together on well paid twin jobs. Box 784, Hickory, N. C.

**Wanted**—Instructor qualified to teach FM and Television in communication school. Give full details in first letter. Cook's Radio School, 2933 North State Street, Jackson, Mississippi.

### *Production-Programming, others*

**Young woman** who can write with a punch! 1000 watt, midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk salescopy, and who "mikes" well. Send sample copy, qualifications, salary expected and photo to Box 592, BROADCASTING.

**Assistant** program director. If you are a highly experienced good all-round staff announcer, primed with ideas and initiative and ready to assume responsibility of general programming detail, including handling and scheduling music on record and transcription programs, here is an opportunity to grow with a progressive local net affiliate in a large midwest market. Good starting pay with security and increases as earned. State full experience detail, expected salary and send photo and audition disc to the General Manager, WQUA, Moline, Ill. Personal interview preferred.

## Help Wanted (Cont'd)

PROGRAM
DIRECTOR
WANTED

An opportunity at once for a topflight man for a station that has been on the air for 25 years. In third largest metropolitan market. Must have ability to produce live audience and build show. A knowledge of good copy, music, production, publicity and a willingness to cooperate with sales department. Write full details including past positions, salary, date available in first letter. Box 603, BROADCASTING. *Confidential.*

HELP WANTED . . .
COPYWRITER

*The hard-hitting one syllable type.*

Need college graduate, experienced in radio station copy department. Air Mail age, experience, education, references to

Ed Yocum
Radio Station KGHL
Billings, Montana

## Situations Wanted

### *Managerial*

**Manager** available on two week notice. Fifteen years experience as program director, announcer, continuity, sales—all size markets and stations. For full details write Box 693, BROADCASTING.

Commercial manager with successful record desires market change and opportunity with progressive organization on salary-bonus remuneration basis. State details your proposition first letter. All replies answered.

Box 601, BROADCASTING.

**Experienced** radio manager (15 years) desires position as general manager or commercial manager. Background includes every phase of radio from building new station to management. Excellent references. Family man. Sober. Sales record exceptionally outstanding. Box 724, BROADCASTING.

**Experienced manager**—Network and independent operations. Good announcer and salesman. Guarantee results! Contact Jimmy Trippe, WFEB, Sylacauga, Alabama.

**Manager**—Employed commercial manager. Ten years experience with 5000 watt station. Ambitious. Desires opportunity. Box 706, BROADCASTING.

**Available 30 to 60 days. Hard hitting, sales conscious general manager who knows how to organize, promote and run a radio station profitably. Interested in exceptional opportunity only.**

**Box 684, BROADCASTING**

## Situations Wanted (Cont'd)

Managerial position offering permanence and a challenge wanted by broadcaster with eleven years varied experience and proven executive ability. Percentage or percentage-salary preferred.

BOX 685, BROADCASTING

### *Salesmen*

**Salesman** with sleepy southern station wants opening with wide awake midwest station. Do not have fifty years radio experience but can learn your operation rapidly. Request from you brings details. Box 679, BROADCASTING.

**I build sales** immediately, crack toughest accounts, blank competition. Non-network stations only. $75.00 weekly plus commission. Require housing. Address Salesmanager, 3308 E. 25th, Kansas City, Mo.

**Recent** U. of Iowa Advertising Journalism graduate with retail and newspaper selling experience desires time selling position in southwest. Don S. Nichols, Box 745, Panhandle, Texas.

### *Announcers*

**Announcer.** Dependable staff man, 6 years all phases including board operation. Top references. Box 378, BROADCASTING.

**Experienced** sportscaster, disc jockey, copywriter wants position progressive station. Best references. Box 623, BROADCASTING.

**Announcer**—Married, veteran, mature, sober. Pleasing personality. Professionally trained in commercials, newscasting, disc jockey. Disc or personal interview. No floater. Box 675, BROADCASTING.

**Announcer,** recent graduate of top radio school, vet, 27, married. Training in all phases of announcing. Would prefer position within 300 miles of Chicago. Disc, photo on request. Box 683, BROADCASTING.

**Announcer**—single, 22. Excellent voice, versatile style. Approximately 1½ year's experience including every phase of announcing, platter shows, production, console operation, continuity writing. Salary secondary to permanent, substantial position. Available after October seventh. Box 692, BROADCASTING.

**Can I help you?** Announcer, copywriter, one year experience. Single, 24, two years college. Good references. Prefer midwest. Box 695, BROADCASTING.

**Combination man.** Six years announcing experience. Good announcer with first class license. Married. Salary expected $75.00 a week., Box 700, BROADCASTING.

**Staff announcer,** single, vet, thoroughly trained. Opportunity considered over salary. Disc on request. Charles Bergeson, 1624 Holmes Ave., Racine, Wisc.

**Announcer** experienced in commercials, newscasting and disc jockey. Will travel. Graduate School of Radio Technique, Radio City, N. Y. Robert Hilliard, 9144 111th St., Richmond Hill, L. I., N. Y.

**Announcer**—Experience, training, strong on sports. Del Fulmer, 1824 Lamont St., N.W., Washington, D. C.

**Announcer-program director.** 3 years experience. Knowledge television production. Presently employed. Box 622, BROADCASTING.

**Announcer-engineer.** First phone. Experience. Prefer midwest. Minimum salary $65. Box 722, BROADCASTING.

**Announcer,** engineer, RCA graduate. 1st phone. Graduate Radio City Announcing School. AFRS experience. Single, will travel. Box 719, BROADCASTING.

**Newscaster-Editor** to direct news operation and deliver principal newscasts. Congenial, able, accurate. Excellent training both radio and news. Box 715, BROADCASTING.

**Announcer,** experienced, versatile, college educated, 27, top quality voice, disc jockey, news, audience participation, best references. Box 713, BROADCASTING.

**Announcer** experienced in commercials, newscasting, disc jockey and acting. Will travel. Graduate School of Radio Technique, Radio City, NY. Joe Adelmann, 452 Onderdonk Ave., Brooklyn 27, N. Y.

*(Continued on page 84)*

## Situations Wanted (Cont'd)

**Announcer**—College, graduate of School, Radio City. Wants experience, salary secondary, will travel. Interview or details. Box 736, BROADCASTING.

**Announcer** — Experienced. Disc shows, news and special events. Can really punch commercials! Excellent background. Excellent references. Single. Available immediately. Desire progressive station near NYC. Will travel. Write, phone or wire David Teig, 335 Woodbine Street, Brooklyn. Ev-6-0433.

**Man, 35,** married, BA Speech University of Wisconsin desires position on station including announcing, dramatics, all-round radio work; in southern or central California. Personal audition or details upon request. Allen Bartenbach, 13411 Van Owen St., Van Nuys, California.

**National** Award Winning disc jockey now available for New York market. Proven sales. Box 731, BROADCASTING.

**Wanted:** Sports job with station that handles lots of sports. Four years experience in broadcasting all play-by-play. College graduate, married, sober. Will work hard to make success of venture. If you want sports man who has the know-how, here is your opportunity. Will send air disc upon request. Presently employed. Box 734, BROADCASTING.

**Experienced** announcer available 2 weeks notice. Strong commercial, good newsman. 75 dollar minimum plus talent. California, Oregon or Washington. Box 739, BROADCASTING.

**Young experienced** announcer, musical director. Specialist newscasting. Thorough knowledge classical, semi-classical music. Programming, production experience. Versatile. Excellent voice. Mature presentation. College graduate. Within 100 miles New York City. Box 738, BROADCASTING.

**Announcer-newscaster,** experienced, versatile, young single. Operate console. Prefer middlewest. Box 741, BROADCASTING.

**Announcer,** two years experience in radio, former night club M. C., veteran, all types announcing, emphasis audience participation, remotes, disc jockey. Can operate board. Single, will travel. Box 714, BROADCASTING.

**Announcer,** single, experienced. Can double in continuity. Midwest preferred. Disc upon request. Box 712, BROADCASTING.

**Experienced announcer** and salesman, with network affiliate past year. Single, 25, college and Army radio training. Disc and photo on request. Jeff Ke Van, 5404 Kenmore, Chicago 40, Illinois.

**Over five years** experience in all phases of production, programming writing, announcing. Specialze in sports, special events, but competent in all staff work; not a prima donna, but a smooth, versatile and experienced announcer. Have worked in all departments and have executive experience. Looking for good job in progressive station with income commensurate with ability and experience. Will consider program directorship of chief announcer's job with small station. Reply to Box 711, BROADCASTING.

## Situations Wanted (Cont'd)

WHAT HAVE *YOU* GOT?
Alaskan disc jockey wants zany musical recordings and odd sound effects. State price and what you have to offer.
BOX 737, BROADCASTING

**Announcer,** 21, graduate of School of Radio Technique in Chicago. Can operate control board (FM and AM). Can travel for audition or send disc. Box 709, BROADCASTING.

**Experienced** announcer-program director. College graduate. Young, married. Box 707, BROADCASTING.

**Announcer** — Graduate radio school. Veteran desires chance to prove ability. Free to travel. Disc, resume and myself available immediately. James Woods, 408 S. Broad St., Elizabeth, New Jersey

**Announcer.** Graduate radio school. Veteran. Free to travel. Available now. Disc, etc., upon request. Box 704, BROADCASTING.

**Versatile** announcer, thirty two, seven years experience. Capable handling news, all types musical shows, interviews and quiz shows. Am now employed by five thousand basic network station in good competitive market. Desire good paying position with chance for advancement. Box 703, BROADCASTING.

**Women's** programs announcer (including record programs), continuity writer. Excellent background of education and experience; latter in retail and personnel fields, previous to radio training. Extensive travel by plane and train, some boat travel. Permanent fulltime position desired. Will go anywhere. Box 750, BROADCASTING.

**Announcer,** 11 years experience, age 29, good morning man, disc shows, programming. Present station since 1941. Wife's health poor in present climate. Interested in sector from Illinois to New Jersey. Absolute minimum $75.00 week. More possible. Would lose, but climate necessitates move. Excellent references. Box 751, BROADCASTING.

### *Technical*

**Engineer** with car available immediately. Veteran. Free to travel. Box 614, BROADCASTING.

**Chief engineer.** Veteran, 28, single, will travel. Some announcing, good knowledge sports. $70 minimum. Two weeks notice. Box 648, BROADCASTING.

**Engineer**—1st phone, married, 250 watt experience. Available immediately. M. Zibrack, 114 Dewey Place, Atlantic City, N. J.

**Engineer**—First phone, one year as chief, two years combination experience. Done some selling. Married. Prefer midwestern station. Want combination or engineering. Box 677, BROADCASTING.

**Available**—Chief engineer. Experienced in design, construction and economical operation. Thoroughly familiar with FM. Professional recording. Box 681, BROADCASTING.

NAOB, Dept. 111
3338 16th St., N.W., Washington 10, D. C.
Please send information about
☐ Residence ☐ Correspondence Course
Name ____________________
Address ____________________

THE NATIONAL ACADEMY OF BROADCASTING, INC.

Gives its classes practical experience in broadcasting over local stations.

WE PREPARE AND SUPPLY TRAINED PERSONNEL

Our graduates are employed in stations from Nashua, N. H., to San Francisco.

* * *

*Approved under G. I. Bill*

## Situations Wanted (Cont'd)

**Engineer**—8 years experience. Familiar all phases broadcast. Free to travel. Available 30 days. References. Box 682, BROADCASTING.

**Engineer,** no broadcast experience. Graduate NY radio school. 1st phone. Will travel. Box 687, BROADCASTING.

**Engineer**—First phone, second telegraph, ham. In radio work ten years but no broadcasting experience. 28, single, will work anywhere. Box 696, BROADCASTING.

**Veteran,** 21 years old with first phone desires position as engineer with announcing secondary. No experience. Box 697, BROADCASTING.

**Engineer** with first phone license, presently employed. Graduate of leading radio school. Desires change. Box 698, BROADCASTING.

**Engineer,** no broadcast experience. Graduate NY radio school. 1st phone. Will travel. Box 686, BROADCASTING.

**Ambitious** engineer wants to move forward. At present chief of 1 kw and handle morning disc show. Interested in managing small station or engineering in 5 kw. Box 721, BROADCASTING.

**Engineer** — 1st phone, 2nd telegraph, class A amateur. Permanent location only. AM-FM. Box 717, BROADCASTING.

**Engineer**—1st phone, 5 years broadcast experience, 50 kw transmitter, control, remotes, installation. Presently employed. Prefer east. Box 716, BROADCASTING.

**Experienced** first class engineer; AM-FM installation experience. Desire station within 200 miles of Twin Cities. George Low, 3844 12th Ave., S., Minneapolis, Minnesota.

**First phone,** first telegraph, amateur, 3 years commercial telegraphy experience, available immediately. W. M. Dalhberg, 502 21st Street, Superior, Wisconsin.

**Engineer,** first phone ticket, single with 250 watt experience. Prefer midwest states or progressive station. Box 705, BROADCASTING.

**Chief engineer,** experienced AM and FM; transmitter and control, directional. Veteran, young, single, will travel. $70 required. Two weeks notice. Box 701, BROADCASTING.

**Engineer,** first phone, 2 months experience, 250 watts AM. Interested in permanent position. Box 733, BROADCASTING.

**Transmitter operator**-first phone. Capable, ambitious, announce if necessary. Desire radio, television work 50 mile radius N. Y. C. Dan Samuels, 531 E. Lincoln Avenue, Mount Vernon, N. Y.

**Engineer**—Experienced in transmitter, studio, recording, remotes and maintenance at 5 kw and 1 kw AM, 30 kw FM stations. Have car and would like to join progressive station. Box 748, BROADCASTING.

**Two engineers.** Both experienced in 5000 watt directional AM and 30 kw FM stations. One has 1½ years experience, other 6 weeks plus 2 years college. Box 746, BROADCASTING.

**Engineer** — 250 w — 50 kw experience. Available 5 kw up only. Box 743, BROADCASTING.

**Chief engineer**—employed, experienced, dependable, married. Want change to Penna., Ohio or Maryland. Box 730, BROADCASTING.

**Engineer,** college, first phone xmitter, studio recording, 2 years, $65. Prefer N. Y. area. Ted Braunstein, P. O. B. 511, Chester, Pa.

**Engineer**—2 years college and first phone license. Some experience in transmitter and studio. Box 747, BROADCASTING.

**Engineer**—First phone, age 24, married. Two years studio and transmitter operating and maintenance. Some announcing. C.R.E.I. student. Have car. Prefer middlewest, consider elsewhere. Box 752, BROADCASTING.

**Engineer**—First phone desires permanent location, AM or FM, available immediately. L. W. Scheuch, 2920 N. 56th St., Omaha, Nebraska.

### *Production-Programming, other*

**Continuity director** desires responsib permanent position. Experienced commercial, feature, program and scrip writing (radio & TV) with referenc of top grade work. Metropolitan a background. Box 676, BROADCASTIN

**Farm director,** experienced, agricultu college graduate, farm background, d sire advancement. Box 680, BROA CASTING.

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Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

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**Music director,** BA, BS, MA, knowledg all phases music broadcasting, live and recorded, production, programming, continuity and music library. 27, married, will travel. Box 720, BROADCASTING.

**"WAP"**—Writer, announcer, producer seeking better job in production o promotion field. Will forward brochure on request. Write Box 718, BROADCASTING.

**1948** Northwestern University Speech School graduate. Radio major. Acted in and directed Northwestern radio productions aired over Chicago stations. Some continuity and commercial writing experience in FM station and Chicago radio advertising agency. Interested in writing continuity and handling children's and women's programs for small station. Write Helen Paula LaPat, 515 Central Ave., Wilmette, Illinois.

. . . **your money** cheerfully refunded if I don't measure up to expectations. And I mean it. Twelve years in radio majoring in program, sales and production work. Unless you really have a job to be done, please don't answer this ad. Have a proposition I believe of interest to existing small station or station going on air soon. Also anxious to manage small station not making the grade but only under stated condition. Presently employed. Now please re-read the first fifteen words of this ad. Box 702, BROADCASTING.

**Newscaster-writer** from 50 kw newsroom. Formerly news director smaller station. Journalism degree. Married. Prefer midwest city. Available immediately. Box 729, BROADCASTING.

**Program director**-announcer. Excellent classical music background. Experienced setting up complete broadcast schedule for FM station. Box 728, BROADCASTING.

**A-1 radio** news editor with American and foreign newspaper experience. Know how to build up sagging ratings and top stiff competition. No newscasting. Single, sober, steady, good appearance, good referances. Now Atlantic Coast. Congenial studio conditions large or small city more important than substantial salary. Box 740, BROADCASTING.

**Newsman-announcer**—Fully experienced, completely versatile. Mature, sober, reliable. Seven years news background—intelligent rewrite. Seeking permanency. Prefer straight news. Box 735, BROADCASTING.

**A 1960** success story! Capable aide for station, agency executive or free-lancer. Radio-wise, pro correspondent, youthful, and—above all—dependable. Box 732, BROADCASTING.

**TV-AM** producer-writer, capable announcer-narrator. To progressive organization, available. Box 742, BROADCASTING.

### Employment Services

**hunting?** Manager-engineers, chief ouncer-DJ's, TV engineers, women's ector-copywriters, traffic-secretaries, ducer - writers, announcer - technins. Write now, RRR-Radio Employnt Bureau, Box 413, Philadelphiaston.

### For Sale

#### *Stations*

r sale—One of the south's most beaul thousand watt daytime radio stans. Terms can be arranged. Only alified parties need answer this ad. x 644. BROADCASTING.

r sale—250 watt daytime station. tting $400 to $500 monthly. Can be ubled with good salesman. Full price ,000 cash. T. J. Shriner, Station JS, Hobart, Oklahoma.

ness compels immediate sale 250 watt ltime station in dual market in Missippi's third largest city. A pick up $40,000. Write or wire Radio, 347 laudon Street, New Orleans 18, uisiana.

#### *Equipment*

r Sale—Truscon tower—435 ft. selfpporting, sectionalized 169 ft. from . Could be used as three 265 ft. yed towers and one self-supporting ft. tower. Will support FM or TV tenna with top removed. $6,875.00 b. storage site Lincoln, Nebraska. dio Station KFAB.

**-Brush** 303 magnetone recorder—5.00. RCA 86A1 limiting amplifier 0.00. First check for each takes. You y transportation. WLAK, Lakeland, orida.

**r sale—Raytheon** RF250—250 watt M transmitter. Practically new and lly guaranteed. Used for interim erations, now on full power. WMBD, oria, Ill.

**E 1126-B compressor;** Wirecorder. Both ems practically new. Box 689, BROADSTING.

0 ft. Fisher extra heavy guyed tower, tra set of guys to sustain FM. Comete lighting, lapp type base insulator, ady to erect. $2500.00, F.O.B., WKMH, earborn, Michigan.

**omplete** two table Presto recording nd playback equipment in Console esk. Priced at $1400.00. WNAR, Noristown, Pensylvania.

ew Rek-O-Kut mechanism with Presto -C cutter $125. WFRP, Savannah.

**irecorder** portable, battery model. enineered for high quality microphone nput. One hour capacity. $250, includng microphone. WJLK, Asbury Park, . J. Wire or phone 2-3000.

wo model BK-303 Brush magnatone ecorders. Frequency response flat 50 o 7000 cycles (high fidelity wire reorder). New two complete rolls of wire ith each machine including spare eel. $1450 for the two or $730 singular. These items are scarce and hard to et. Terms 10% with order, balance .O.D. Box 708, BROADCASTING.

ine HD guy wire strain insulators rom 400 footer. Best offer takes FOB. ichelieu, Marshfield, Wisconsin.

wo Fairchild portable disc recorders ith 551-A cutterheads, and dynamic ickups. $550.00 each. Used 20 hours as ood as new. United Sound Systems, 840 Second Blvd., Detroit, Mich.

**or sale**—Lehigh self-supporting tower 79' A-1 condition lighting equipment ncluded available immediately $1400.-0 FOB Goldsboro. Contact Daniel B. Trueblood, WGBR WGBR-FM, Goldsoro, North Carolina.

**For sale**—180 foot Wincharger tower complete with Crouse-Hinds 1 kw flashing beacon, CAA lighting; RCA 1 kw coupling box. F.O.B. Knoxville. $990.00 plus dismantling charge of approximately $300.00. WBIR, Knoxville, Tenn.

**For sale.** Four complete 109 type WE reproducer groups. Excellent condition. Includes repeating coils, 5A arms, equalizers with cable assemblies and 9A-9B reproducers. Make an offer for one or all. Geo. H. Jaspert, 1012 Little Building, Boston, Mass.

### Wanted to Buy

**Wanted to buy**—Fulltime 250 watt station located in the south. Send full details to Box 645, BROADCASTING.

**Wanted**—G. I. Flyer motor model 818 double field two speed; also Blue Flyer model E. Contact W. Dacosta, Sound Dept., WOR, N. Y.

### Wanted to Buy (Cont'd)

**Radio veteran** desires purchasing mid-Atlantic (TV potential) metropolitan network affiliate Box 744, BROADCASTING.

**CP or 250 watt** station southwest or northeast. Vermont preferred. Box 723, BROADCASTING.

**Two young** radio men, 20 years combined experience want to buy AM station or CP in medium small market. Southwest, midwest, west or northwest. Some money, but not rich. Or will buy interest in station and operate at profit for all concerned. Box 754, BROADCASTING.

### Miscellaneous

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## LATE CLASSIFIEDS

### Help Wanted

#### *Announcers*

*DISC JOCKEY*

50 kw network affiliate in major midwest city needs topnotch, experienced disc jockey for all-night shows. Send 15 min. recording, photo and background to BOX 745, BROADCASTING.

**Wanted** — Combination announcer-operator with first class license, emphasis on announcing. Local independent station college town. Good working conditions. Send disc and salary requirements to WDLF, Deland, Florida.

**Sports** play-by-play staff announcer with minimum three years experience play-by-play. Excellent opportunity top ranking southeastern net affiliate in A-1 sports town. Send audition disc, photo and complete record of experience with references. Box 756, BROADCASTING.

#### *Technical*

**Engineer-announcer.** Strong on announcing. No recent graduates or students need apply. Vacancy Sept. 24. Send disc. KXO, El Centro, Calif. $60.00 week.

#### *Production-Programming, others*

**Have opening** for program director October 1. Previous radio experience absolutely necessary, preferably as program or assistant program director. Would consider qualified announcer for position. Salary plus talent $225 per month. Applicants must apply in person. WEPM, Martinsburg, W. Va.

### Situations Wanted

#### *Announcers*

**Announcer,** program director, control operator. Seek position in one of these. Three years experience in radio. College, 27 years of age and ex-service. Available immediately. Box 753, BROADCASTING.

**Experienced announcer** formerly with Mutual affiliate available now. All types of shows. For disc contact A. E. Hall, 1147 2nd Ave., Chula Vista, Calif.

#### *Production-Programming, others*

**Middlewest.** Program director commercial combination. Eight years. Within two weeks. Box 755, BROADCASTING.

**Program**-production management. Family man, 31, 10 years practical radio from top independent to peanut whistle. South preferred, but consider any progressive station wanting 20% local programming. FM experience. Box 583, Ocala, Florida.

# CHICAGO VIDEO

## Survey Shows Recent Movies Preferred

CHICAGO televiewers prefer "recent movies" as program fare and remember TV commercials longer than those on AM, according to a video survey released last week by Jay and Graham Research Organization, Chicago, which conducted the study in 450 television homes.

Eighty-five percent of the study group is in Chicago, with the remainder in suburban areas, Allan Jay and Edward Graham reported.

Of the receivers surveyed, 21% were in homes of lower income families—52% middle, and 27%, upper. Sample programs were checked over a one-week period on the two Chicago video stations then in operation—WBKB [Balaban and Katz] and WGN-TV [*Chicago Tribune.*]

Televiewers preferred, in this order—recent movies, sports, plays and amateur hours for programming. Fifty-seven percent said they left their sets when commercials were televised, and 88% reported they remembered TV commercials longer than AM commercials for the same manufacturer. The panel disliked, in general, certain spots because they were too long, repetitious or offered no variety in presentation.

The average set owner had his set 6.4 months.

On Monday of the test week, at a time when each station was telecasting a show, respondents showed an audience division of 89.5% on one channel and 10.9% on the other, with 78.5% of the 450 sets in use. Identification of sponsor with the program was made by 81.4%.

Additional findings as to the number of viewers during each period of the day show that 26% of set owners tuned in in the morning, 72% in the afternoon and 100% evening. In the morning, 54% of sets in use had an audience of 1 person; 44%, 2; and 2%, 3. In the afternoon—21%, 1 person; 37%, 2; 15%, 3; 17%, 4; and 10%, 5. All of the sets had more than one person for an audience in the evening—7%, 2; 9%, 3; 21%, 4; 11%, 5; 16%, 6; 4%, 7; 13%, 8; and 19%, from 9 to 12 persons.

In this first television survey of the year-old organization, Messrs. Jay and Graham used the questionnaire recall among panel members, and refined the resultant program rating by a coincidental telephone check among random set owners outside the panel. They believe the result, called a "Videodex" is more accurate because of the double-check. Firm is planning survey for five major midwest TV markets, each with between 4,000 and 5,000 sets in use. A similar test panel will be completed soon on the West Coast, where the coincidental check will be used also.

## New Portland, Ore., AM, KBKO, Soon in Operation

KBKO, new AM station in Portland, Ore., expects to be in operation by the end of this month. The station is owned by the Mercury Broadcasting Co., which is headed by Gordon Bambrick and Harold Krieger, both formerly with KGW Portland.

KBKO will be a daytime station operating on 1290 kc, with 1 kw power. The permit was granted June 9, 1948.

## WGN-TV Covers Fire

SCENES of a fire and explosion at the Brach Candy Co. factory were presented by WGN-TV, *Chicago Tribune* video outlet, after Charles Gekler, staff member, spent five hours filming the scene. Mr. Gekler, who lives near the factory, heard the explosion and sped to the fire. His on-the-spot coverage also included scenes from St. Anne's hospital where the injured were being treated.

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• *Appraisals* • *Financing*

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235 Montgomery Street
Exbrook 2-5672

# ACTIONS OF THE FCC

SEPTEMBER 10 to SEPTEMBER 16

**CP-construction permit**
**DA-directional antenna**
**ERP-effective radiated power**
**ST-studio-transmitter**
**synch. amp.-synchronous amplifier**
**ant.-antenna**
**D-day**
**N-night**
**aur-aural**
**vis-visual**
**cond.-conditional**
**LS-local sunset**
**mod.-modification**
**trans.-transmitter**
**unl.-unlimited hours**
**SSA-special service authorization**

## September 10 Decisions . . .

### DOCKET CASE ACTIONS

### Petition Denied

Adopted order denying petition of Sky Way Bcstg. Corp., Columbus, Ohio, for stay of issuance of CP and for denial of authorization for program tests to Northwestern Ohio Bcstg. Corp., Lima, Ohio, without prejudice to any action which may be taken with respect to petition for rehearing by Sky Way Bcstg. Corp. which is presently pending before Commission.

### License Renewal

Announced decision granting application of Kanawha Valley Bcstg. Co., Charleston, W. Va., for renewal of license for WGKV and granting application for transfer of control of licensee (and petition to show Floyd E. Price as additional transferee), from Worth Kramer to Eugene R. Custer, Richard M. Venable and Floyd E. Price, and for transfer of control from Custer, Price and Venable to Venable alone.

### AM—1490 kc

Announced proposed decision proposing to deny applications of East Liverpool Bcstg. Co. and Radio Courier Inc., both requesting new station at East Liverpool, Ohio, 1490 kc 250 w unl.

### AM—970 kc

Announced decision granting application of Bremer Bcstg. Corp., insofar as it requests authority to increase D power of WAAT Newark, N. J., from 1 to 5 kw, but denied application insofar as it requests increase in N power from 1 to 5 kw.

### AM—1240 kc

Announced decision (Chairman Coy dissenting) granting application of Mahoning Valley Bcstg. Corp. for new station in Youngstown, Ohio, 1240 kc 250 w unl.; cond.

### Petition Denied

Adopted memorandum opinion and order denying petition of George Arthur Smith, Jackson, Tenn., for publication of presiding officer's recommended decision in proceeding involving his application.

### ACTIONS ON MOTIONS

### (By Commissioner Hyde)

**Antelope Valley Bcstg. Co., Lancaster, Calif.**—Granted petition for leave to amend application to show addition of nine limited partners to applicant partnership.

**Tri-City Telecasters Inc., Allentown, Pa.**—Granted petition for leave to amend TV application to specify different trans. site.

**Sarkes Tarzian, Bloomington, Ind.**—Granted petition to accept late his appearance in matter of utilization of frequencies in 475-890 mc band.

**Paramount Television Productions Inc., San Francisco**—Same.

**The Massillon Bcstg. Co., Massillon, Ohio**—Granted petition to dismiss without prejudice AM application.

**Leland Holzer, Los Angeles**—Granted petition to dismiss without prejudice TV application.

**Steel City Bcstg. Co., Gary, Ind., and Radio Station WGES, Chicago**—Dismissed joint petition requesting reconsideration and grant of their applications for CP.

**KCMC Texarkana, Tex.**—Granted petition for leave to intervene in proceeding on applications of KRUS and Parish Bcstg. Co.

**Snowden Radio Enterprises, New Braunfels, Tex.**—Granted petition to dismiss without prejudice its AM application and on own motion Commission removed from hearing docket application of Comal Bcstg. Co.

**Conroe Bcstg. Co., Conroe, Tex.**—Dismissed application for AM station.

**KLX Oakland, Calif.**—Granted petition to accept late appearance in re proceeding in Docket 8379.

**Peoples Bcstg. Corp., Worthington, Ohio**—Dismissed petition requesting reconsideration of Oct. 16, 1947, action of Commission granting application of WLWC.

**WINX Washington, D. C.**—Passed over petition to intervene in proceedin Docket 9109.

**Calif. Bcstg. Co., Santa Monica, Calif.**—Granted petition to dismiss without prejudice AM application.

**WEXT Inc., Milwaukee**—Granted petition to dismiss application for TV station.

**KCSJ Pueblo, Col.**—Granted petition for extension of time to Sept. 17 in which to file reply to petition to show cause filed by WOW.

**WLIB Brooklyn**—Granted petition for extension of time to Sept. 20 within which to file opposition to petition filed by WOWO, requesting reopening of record in re Dockets 7674 and 7819.

**Alhambra Bcstrs. Inc., Alhambra, Calif.**—Granted petition to amend FM application to show death of Maurice Cliffer, president and stockholder, and substitution of Florette Cliffer for Maurice Cliffer. Record was reopened for sole purpose of accepting said amendment and thereafter closed.

**Booth Radio Stations Inc., Saginaw, Mich.**—Granted petition for extension of time to file reply to exceptions to proposed decision in proceeding re Docket 6805 et al, and time was extended to Sept. 20.

**Tri-City Telecasters Inc., Allentown, Pa.**—Granted petition to dismiss without prejudice TV application.

### BY THE COMMISSION

**W4XPZ WAVE Inc., area of Louisville**—Granted license to change emission from special to A-5 in new exp. TV station.

**Auburn Pub. Co., Scipio Twp., N. Y.**—Granted CP new ST link.

### Petition Denied

**WATO Oak Ridge, Tenn.**—Denied petition requesting reinstatement of application to change frequency from 1490 to 1450 kc, without prejudice to filing of new application incorporating by reference therein such material contained in said dismissed application as might be pertinent and proper.

### Modification of CP

**KELO Sioux Falls, S. D.**—Granted mod. CP to make changes in DA; cond.

### Amendment Adopted

**WERC Erie, Pa.**—Accepted amendment filed to application to request 5 kw-D 1 kw-N DA on 1260 kc and placed application in pending file.

### Hearing Designated

**WTVJ Miami, Fla.**—Upon written plication, Commission designated hearing at time and place to be la announced, matter of revocation of for TV station WTVJ; and Comm sion's order of revocation issued July shall stand suspended until conclusi of said hearing and Commission's cision therein.

## September 10 Applications . . .

### ACCEPTED FOR FILING

### License Renewal

Applications for renewal of standa broadcast license filed by: KGLO Mas City, Iowa; KRHD Duncan, Okl WCAP Asbury Park, N. J.; WFIN Fin lay, Ohio; WHAZ Troy, N. Y.; WHB Sheboygan, Wis.; WHIO Dayton, Ohi WPPA Pottsville, Pa.; WSAT Salisbur N. C.

### AM—1580 kc

**Rock River Valley Bcstg. Co., Wate town, Wis.**—CP new standard statio 920 kc 500 w D. AMENDED to chang frequency from 920 to 1580 kc, pow from 500 w to 250 w.

### AM—1540 kc

**WPTR Albany, N. Y.**—CP change typ trans., make changes in DA and in crease power from 10 kw to 50 kw.

### Acquisition of Control

**WBSR Pensacola, Fla.**—Voluntary ac quisition of control of licensee corpora tion from Kirke M. Beall to Rut Braden.

### Assignment of License

**WOKZ Alton, Ill.**—Voluntary assign ment of license from R. C. Goshorn an R. L. Rose, partnership d/b as Illinois Alton Bcstg. Co. to WOKZ Inc.

### Modification of CP

**WKVM Arecibo, P. R.**—Mod. C change frequency, increase power, etc AMENDED to change power from 25 k to 10 kw-N 25 kw-D and make change in DA.

**WNAC-FM Boston**—Mod. CP new FM station to change ERP from 19.5 kw t 20 kw, ant. height above average terrain from 510 ft. to 449 ft.

**WSFL Springfield, Mass.**—Mod. C new FM station for extension of completion date.

**WTAX-FM Springfield, Ill.**—Same.

### CP to Reinstate

**WDWS Champaign, Ill.**—CP to reinstate CP as mod. which authorized install new trans. and vertical ant and mount FM ant. on top of AM tower, to be operated on 1400 kc 25 w unl.

### AM—1460 kc

**Chanute Bcstg. Co., Chanute, Kan.**—CP new standard station 1460 kc 25 w D. AMENDED to change name o applicant from Galen O. Gilbert, H Edward Walker, Phil Crenshaw and George A. Rountree, partnership d/b as Chanute Bcstg. Co. to Galen O. Gilbert, H. Edward Walker, Phil Crenshaw, George A. Rountree and James T. Jackson, partnership d/b as Chanute Bcstg. Co.

### License Renewal

Applications for renewal of standard broadcast license filed by: KTAE Taylor, Tex.; WEVD Brooklyn; WHBI Newark; WKLX Lexington, Ky.; WTCN Minneapolis; WTRF Bellaire, Ohio.

### Modification of CP

**KBUC Corona, Calif.**—Mod. CP new standard station for extension of completion date.

### License for CP

**WESC-FM Greenville, S. C.**—License to cover CP new FM station.

### Modification of CP

**KFXM-FM San Bernardino, Calif.**—Mod. CP new FM station for extension of completion date.

**KSFH San Francisco**—Same.

**WBIB New Haven, Conn.**—Same.

**WTJS-FM Jackson, Tenn.**—Same.

**WFAA-FM Dallas, Tex.**—Same.

**KOMO-FM Seattle, Wash.**—Same.

**WIBA-FM Madison, Wis.**—Same.

**WDLB-FM Marshfield, Wis.**—Same.

**WRGK La Grange, Ill.**—Same.

**WFJS Freeport, Ill.**—Same.

**WIBG-FM Philadelphia**—Same.

**WNBF-TV Binghamton, N. Y.**—Mod CP new commercial TV station for extension of completion date.

(*Continued on page 88*)

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## FCC Actions

*(Continued from page 86)*

### Applications Cont.:

**Modification of CP**

**WNBF-TV Binghamton, N. Y.**—Mod. CP new commercial TV station for slight change in trans. site, increase ERP from vis. 12.0 kw aur. 8.5 kw to vis. 23.45 kw aur. 11.725 kw and change type ant.

**WPTZ Philadelphia**—Mod. CP change studio location, increase ERP from vis. 10.37 kw aur. 10.7 kw to vis. 17.8 kw aur. 8.9 kw, change eqpt. and make ant. changes.

**License for CP**

**WBEN-TV Buffalo, N. Y.**—License to cover CP new commercial TV station and to request change in ERP from vis. 15 kw aur. 8 kw to vis. 19.1 kw aur. 11.4 kw.

**TENDERED FOR FILING**

**Transfer of Control**

**WCMB Lemoyne, Pa.**—Consent to transfer of control of 55 sh. from Samuel W. Fogelsanger to Edgar T. Shepard Jr.

**Assignment of License**

**KEEN San Jose, Calif.**—Consent to assignment of license to United Bcstg. Corp.

**WKAP WKAP-FM Allentown, Pa.**—Consent to assignment of AM license and FM CP to WKAP Inc.

**KTAE Taylor, Tex.**—Consent to assignment of license to Graham Gillis Conoley, Dr. Raymond Garrett and K. L. McConchie, partnership d/b as Williamson County Bcstg. Co.

**Transfer of Control**

**KOY Phoenix, Ariz.**—Consent to transfer of control 1000 sh. of capital stock from Thomas E. Murphy & James E. Edwards, co-executors, will of Burridge D. Butler, deceased to Salt River Valley Bcstg. Co.

**KTUC Tucson, Ariz.**—Consent to transfer of control of 160 sh. common stock from Thomas E. Murphy and James E. Edwards, co-executors of will of Burridge D. Butler, deceased, to Tucson Bcstg. Co.

**WLS Chicago**—Consent to transfer of control of 1750 sh. of common stock from Thomas E. Murphy and James E. Edwards, co-executors, will of Burridge D. Butler, deceased, to Ina H. Butler.

**APPLICATION RETURNED**

**FM—100.1 mc**

**Boston Bcstg. Corp., Brookline, Mass.**—CP new FM station (Class A) on 100.1 mc, Channel 261, ERP 0.503 kw and ant. height above average terrain 303 ft. RETURNED Sept. 7.

**AM—1400 kc**

**James W. Arendale Sr. and H. M. Boswell Jr. d/b as Grenada Bcstg. Co., Grenada, Miss.**—CP new standard station 1400 kc 250 w unl. RETURNED Sept. 7.

**APPLICATION DISMISSED**

**License for CP**

**WPTZ Philadelphia**—License to cover CP change ERP from vis. 10.37 kw to 5.26 kw, aur. 10.7 kw to 4.812 kw.

### September 13 Decisions . . .

**DOCKET CASE ACTIONS**

**AM—1010 kc**

Announced decision granting application of Radio Television of Baltimore Inc. for new standard station in Baltimore, 1010 kc 1 kw D, cond., and denying application of Commonwealth Bcstg. Corp to change facilities of WLOW Norfolk, Va., from 1590 kc to 1010 kc, increase power from 1 kw to 5 kw, and change hours from D to unl., DA-N.

Adopted order dismissing petition of WLOW requesting leave to withdraw its exceptions and request for oral argument with respect to Commission's proposed decision in above proceeding. Adopted order granting petition of WLOW for waiver of Sec. 1.363 to permit filing of application for CP to change frequency of WLOW from 1590 kc to 1410 kc, with 1 kw D.

**AM—1230 kc**

Announced proposed decision looking toward denial of application of Atlantic City Bcstg. Corp. for new standard station in Atlantic City, N. J., 1230 kc 250 w unl. and denial, in default, of application of Strand Bcstg. Corp. seeking same facilities, for failure to appear and present evidence.

**FM—Class B**

Announced decision denying application of Radio Voice of Springfield Inc. for new Class B FM station in Springfield, Ohio.

**AM—1340 kc**

Announced decision granting application of Williamsport Radio Bcstg. Assocs. for new standard station at Williamsport, Pa., 1340 kc 250 w unl., and denying application of Lycoming County Bcstg. Co., seeking same facilities.

### September 13 Applications . . .

**ACCEPTED FOR FILING**

**License Renewal**

Applications for renewal of standard broadcast license filed by: **KFFA** Helena, Ark.; **KFH** Wichita, Kan.; **KGCU** Mandan, N. D.; **WGBF** Evansville, Ind.; **WJAS** Pittsburgh; **WKAN** Kankakee, Ill.; **WKST** New Castle, Pa.; **WLIZ** Bridgeport, Conn.: **WRR** Dallas, Tex.

**Modification of CP**

**KCLI Los Angeles**—Mod. CP new FM station for extension of completion date.

**WHK-FM Cleveland**—Same.

**KSD-FM St. Louis**—Same.

**Assignment of License**

**WOKZ-FM Alton, Ill.**—Voluntary assignment of license from R. C. Goshorn and R. L. Rose, co-partnership d/b as Illinois-Alton Bcstg. Co. to WOKZ Inc.

**License for CP**

**WIST Charlotte, N. C.**—License to cover CP new FM station.

**Modification of CP**

**KRON-TV San Francisco**—Mod. CP new commercial TV station to decrease ERP from vis. 18.24 kw aur. 19.2 kw to vis 15.5 kw aur. 7.75 kw.

**TV—174-180 mc**

**Hudson Valley Bcstg. Co. Inc., Albany, N. Y.**—CP new commercial TV station on Channel 7, 174-180 mc, ERP vis. 2.4 kw aur. 1.2 kw unl. AMENDED to increase ERP to vis. 5 kw aur. 2.5 kw.

**TENDERED FOR FILING**

**FM—88.1 mc**

**School City of New Albany, Ind.**—CP new non-commercial educational FM station on 88.1 mc, Channel 201, ERP 2.5 w.

**Assignment of CP**

**WHSY Hattiesburg, Miss.**—Consent to assignment of CP to Hub City Bcstg. Co. Inc.

**KEYE Perryton, Tex.**—Consent to assignment of CP to North Plains Bcstg. Co. Inc.

### September 14 Decisions . . .

**DOCKET CASE ACTIONS**

**AM—560 kc**

Announced decision granting application of Harding College to change frequency of WHBQ Memphis, Tenn., from 1400 kc to 560 kc, power from 250 w to 1 kw-N, 5 kw-LS, DA, cond.

**AM—1060 kc**

Announced revised proposed decision looking toward grant of amended application of James A. Noe to change operating assignment of WNOE New Orleans, La., from 1450 kc 250 w unl. to 1060 kc 50 kw-D 5 kw-N, DA, subject to approval of trans. site and ant. construction by CAA, and denial of application of Deep South Bcstg. Corp. for new station at New Orleans to use same facilities. (Comrs. Jones and Sterling concurring in part; Comrs. Coy and Hennock dissenting; Comr. Walker not participating.) Adopted order closing record in this proceeding.

**BY THE SECRETARY**

**WICU Erie, Pa.**—Granted mod. of CP to change studio and trans. locations, change type of equipment, decrease ERP from vis. 3 kw, aur. 1.5 kw to vis. 2.98 kw, aur. 1.48 kw, and make ant. changes.

**WJHO Opelika, Ala.**—Granted involuntary assignment of license from Yetta G. Samford, C. S. Shealy, Thomas D. Samford Jr., deceased, d/b as Opelika-Auburn Bcstg Co. to Yetta G. Samford, C. S. Shealy and Aileen M. Samford, executrix of the estate of Thomas D. Samford Jr., deceased, d/b as Opelika-Auburn Bcstg. Co.

**KOVE Lander, Wyo.**—Granted mod. of CP for approval of ant. and trans. location, and to specify studio location.

**KBUC Corona, Calif.**—Granted mod. of CP to change type of trans. and to specify the studio location.

Following were granted mod. CPs for extension of completion dates as shown: KMED Medford, Ore., to 1-1-49; WNLW Rutland, Vt., to 12-27-48; KSD St. Louis, to 12-25-48.

**WIRL-FM Illinois Valley Bcstg. Co., Peoria, Ill.**—Granted request for deletion of FM CP issued 8-13-47.

**W5XPP Carter Publications Inc., Area Fort Worth, Tex.**—Granted license for new exp. TV relay.

**W9XIU The Journal Co., Area Milwaukee**—Same.

**WNDB Daytona Beach, Fla.**—Granted license for new station 1150 kc 1 kw D.

**KFGO Fargo, N. D.**—Granted license for new station 790 kc 5 kw DA-N unl.

**WALE Fall River, Mass.**—Granted license for new station 1400 kc 250 w unl.

**WSLB Ogdensburg, N. Y.**—Granted license install new vertical ant. and mount FM ant. on AM tower.

**WJLB Detroit, Mich.**—Granted license changes in ant., install new trans. and change trans. site.

**WDBC Escanaba, Mich.**—Granted license install new trans.

**KLBM La Grande, Ore.**—Same.

**The Fort Industry Co., Area Detroit, Mich.**—Granted CP new exp. TV relay.

**WCOS Columbia, S. C.**—Granted CP make changes in ground system.

**KLTI Longview, Tex.**—Granted mod. CP change studio location.

**WFYC Alma, Mich.**—Granted mod. CP change type trans.

**KIHN Hugo, Okla.**—Same.

**WVAW Surburban Bcstg. Inc., Cheviot, Ohio**—Granted request to cancel CP for new FM station.

**WFRC-FM Piedmont Carolina Bcstg. Co., Reidsville, N. C.**—Same.

Following were granted mod. CPs for extension of completion dates as shown: WBAP-TV Ft. Worth, Tex., to 11-15-48; WPBM-TV Indianapolis, to 3-15-49; WBEZ Chicago, to 1-1-49; WLAN-FM Lancaster, Pa., to 3-13-49; KVSM-FM San Mateo, Calif., to 11-22-48; WWLH New Orleans, to 3-16-49; WJPA-FM Washington, Pa., to 12-30-48; WKBZ-FM Muskegon, Mich., to 12-1-48; KSDO San Diego, Calif., to 10-13-48; WHKC-FM Columbus, Ohio, to 12-28-48; WBCM-FM Bay City, Mich., to 12-17-48; WOSH-FM Oshkosh, Wisc., to 10-1-48; KRIC-FM Beaumont, Tex., to 3-6-49; WFTW-FM Fort Wayne, Ind., to 2-28-49; KIDO-FM Boise, Ida., to 12-11-48; WSNJ-FM Bridgeton, N. J., to 12-30-48; WMCF Memphis, Tenn., to 12-1-48; KFLW Klamath Falls, Ore., to until Station KFJI relinquishes 1240 frequency; WINS New York, to

## 'Kidisk' Show

AN all-children's record show, possibly the first of its kind in radio history, celebrated its third anniversary Aug. 24 on WJW Cleveland. Program, *Cousin Kay's Korner*, is emceed by Walter Kay, whose collection of "kidisks" exceeds 460 albums. More than 1,000 separate items are included, such as songs, stories, fairy tales and lessons on manners, as well as records for preschool kids and recordings from the sound tracks of Walt Disney films. Program is aired daily except Sundays on WJW.

*Every Weekday Morning—6 to 9*
*in the Detroit Area*

THE
TOBY DAVID
SHOW

• *A comedy disc show that is selling national products in this area at mighty small cost. For particulars, contact our reps, now!*

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When They *Write!*

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listeners responded to one program, in a 14-week period!

"Ask any Raymer rep."

THERE'S THAT VOICE AGAIN!..
WNDR

Basic Mutual Network

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SYRACUSE, N. Y.

25-49; WMFD Wilmington, N. C., to 14-49; WHDH Boston, Mass., to 11-4-48; KYES Butte, Mont., to 2-14-49.

### eptember 14 Applications . . .

**ACCEPTED FOR FILING**

**License Renewal**

Applications for renewal of standard roadcast license filed by: KCOR San ntonio, Tex.; WJDX Jackson, Miss.; LBK DeKalb, Ill.; WMCK McKeesport, a.; KOKX Keokuk, Iowa.

**License for CP**

**WIVY Jacksonville, Fla.**—License to over CP new standard station, and to pecify studio location as 135 River-ide, Jacksonville.

**AM—1260 kc**

**KWHK Hutchinson, Kan.** — CP hange frequency from 1190 to 1260 c, change power and hours from 1 w D to 1 kw DN and install D-N. MENDED to use DA-DN.

**Modification of CP**

**KWAL Wallace, Ida.**—Mod. CP change requency, increase power, etc., for exension of completion date.

**WKVM Arecibo, P.R.**—Mod. CP change requency, increase power, etc., for exension of completion date.

**TENDERED FOR FILING**

**SSA—1220 kc**

**KXRN Renton, Wash.**—Request for SA to operate on 1220 kc 250 w unl. for eriod not to exceed May 1, 1951.

**Transfer of Stock**

**KGIL San Fernando, Calif.**—Consent to transfer of 1325 sh. Class B and 600 sh. of Class A stock to Fayette J. Smalley Jr.

**Acquisition of control**

**KCOM Sioux City, Iowa**—Acquisition of control by Dietrich Dirks through purchase of majority of stock of permittee corporation.

**Assignment of CP**

**WIRC Hickory, N. C.**—Consent to assignment of CP to Foothills Bcstg. Inc.

**Assignment of License**

**WKBC North Wilkesboro, N. C.**—Consent to assignment of license to Wilkes Bcstg. Co.

**APPLICATION DISMISSED**

**AM—670 kc**

**Darwin G. Shebelut and Conrad Shebelut, partnership d/b as Shebelut Chevrolet Co., Madera, Calif.**—CP new standard station 670 kc 250 w D. DISMISSED Sept. 9.

**APPLICATION RETURNED**

**Relinquishment of Control**

**KWEM West Memphis, Ark.**—Relinquishment of negative control of licensee corporation from Beloit Taylor to John F. Wells and Phillip G. Back. RETURNED Sept. 9.

**FM—100.1 mc**

**Boston Bcstg. Corp., Brookline, Mass.**—CP new FM station (Class A) on 100.1 mc, Channel 261, ERP 0.505 kw and ant. height above average terrain 303 ft. RETURNED Sept. 7.

### September 15 Decisions . . .

**BY COMMISSION EN BANC**

**License Renewal**

**WFMO Jersey City, N. J.**—Granted renewal of license for period ending Sept. 1, 1949.

**WSTV-FM Steubenville, Ohio**—Granted renewal of license for period ending Dec. 1, 1949.

**WCTW-FM New Castle, Ind.**—Granted renewal of license for period ending Sept. 1, 1949.

**WMIX-FM Mt. Vernon, Ill.**—Granted renewal of license for period ending March 1, 1949.

**WBNB Beloit, Wis.**—Granted renewal of license for period ending Dec. 1, 1950.

**KSUI Iowa City, Iowa**—Granted renewal of license for noncommercial educational FM station to Sept. 1, 1950.

**CP Replaced**

**E. D. Rivers, Valdosta, Ga.**—Granted application for CP to replace expired CP which authorized Class B FM station; Oct. 31, 1948, specified as date of required completion of construction.

**Cond. Eliminated**

**Utica Observer-Dispatch Inc., Utica, N. Y.**—Granted request to eliminate cond. attached to Secretary's action of June 14 which granted extension of completion date of CP for new Class B FM station to Oct. 25, on cond. that construction be completed or interim operation commenced by that date.

**Allocation Revision**

Ordered that effective Oct. 25 revised tentative allocation plan for Class B FM stations be amended to following extent: Channel 291 is deleted from Griffin, Ga., and Channel 271 substituted therefor; No. 271 deleted from Chattanooga, Tenn., and No. 275 substituted therefor; No. 275 deleted from Muscle Shoals, Ala., and No. 300 substituted therefor; No. 271 deleted from Albany, Ga., and No. 262 substituted therefor; No. 291 deleted from Asheville, N. C., and No. 251 substituted therefor; and No. 275 deleted from Toccoa, Ga., and No. 291 substituted therefor.

**Petition Denied**

**Westinghouse Radio Stations Inc.**—Adopted order denying petition, filed Aug. 13, that Commission (1) initiate rule-making proceedings to authorize "Stratovision" broadcasting; (2) make television Channel 8 available for such broadcasting in Pittsburgh area, and (3) continue all pending TV hearings and withhold action on any authorization which might conflict with grant of petition.

### September 15 Applications . . .

**ACCEPTED FOR FILING**

**License for CP**

**WHOL Allentown, Pa.**—License to cover CP new standard station.

**KPST Preston, Ida.**—Same.

**KPAC Port Arthur, Tex.**—License to cover CP increase power, etc.

**AM—560 kc**

**Tri-State Bcstg. Co., Middlesboro, Ky.**—CP new standard station 1490 kc 250 w unl. AMENDED to change frequency to 560 kc, power to 500 w and hours to D.

**AM—1570 kc**

**James Milton Hammond, Taunton, Mass.**—CP new standard station 1570 kc 1 kw D. AMENDED to change name of applicant from James Milton Hammond to Silver City Bcstg. Corp.

**License Renewal**

Applications for renewal of standard broadcast license filed by: KCSB San Bernardino, Calif.; KFGQ Boone, Ia.; KITO San Bernardino, Calif.; KPOW Powell, Wyo.; KROP Brawley, Calif.; KSRO Santa Rosa, Calif.; KVET Austin, Tex.; KWWL Waterloo, Ia.; WHKY Hickory, N. C.; WJHP Jacksonville, Fla.; WKAT Miami Beach, Fla.; WMLS Sylacauga, Ala.; WOL Washington, D. C.; WTMC Ocala, Fla.

**Modification of CP**

**WLOU Louisville, Ky.**—Mod. CP new standard station for extension of completion date.

**FM—104.1 mc**

**Mohawk Bcstg. Co., Mason City, Ia.**—CP new FM station (Class B) on Channel 281 (104.1 mc), ERP 1.15 kw and ant. height above average terrain 314 ft. AMENDED to change ant. height to 321 ft., ERP to 2.3 kw.

**FM—104.7 mc**

**WJEJ-FM Hagerstown, Md.**—CP change ERP from 1 kw to 9.36 kw, ant. height above average terrain from 1370 ft. to 1339 ft.

**Modification of CP**

**WGBS-FM Miami, Fla.**—Mod. CP new FM station for extension of completion date.

**KAKC-FM Tulsa, Okla.**—Same.

**WNIQ Uniontown, Pa.**—Same.

**WSIX-FM Nashville, Tenn.**—Same.

(*Continued on page 93*)

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## Industry Events Planned by RMA

### May Parts Show and Convention Plus Radio Week on Agenda

PLANS for two major radio industry celebrations will be drawn up by committees of Radio Mfrs. Assn. at the annual RMA fall conclave to be held Oct. 6-8 at the Roosevelt Hotel, New York.

The events are National Radio Week (Nov. 14-20) and a new combined parts show and RMA convention (week of May 15, 1949).

National Radio Week, conducted jointly by NAB and RMA, includes the Radio-in-Every-Room project and the Voice of Democracy radio script contest.

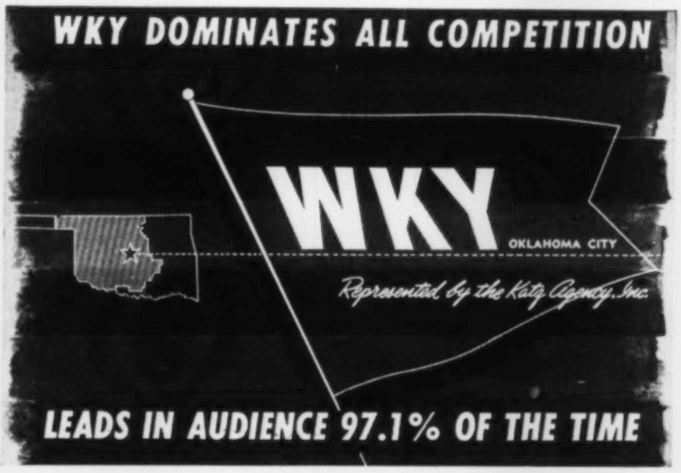
The spring event will be held in connection with RMA's Silver Anniversary convention. RMA and the annual Radio Parts & Electronic Equipment Shows Inc. will pool facilities for the celebration, and will take over 1,450 rooms in the Stevens Hotel, Chicago. Hitherto the parts show has been a separate event. Parts makers selling to set manufacturers or other industrial outlets will be admitted to the parts show for the first time.

At the Oct. 6-8 RMA fall conclave, RMA activities for the coming year will be arranged. Among these are RMA "town meetings" for radio servicemen scheduled Nov. 14-20 in a number of cities. The conclave will wind up with a meeting of the RMA board.

Opening the New York session will be a meeting of the Advertising Committee under Chairman Stanley H. Manson, Stromberg Carlson Co. Other committees and divisions will meet.

RMA President Max F. Balcom, Sylvania Electric Products, has named a Silver Anniversary Convention and Banquet Committee headed by Leslie F. Muter, Muter Co., who is RMA treasurer. Vice chairman is Charles M. Hofman, Belmont Radio Corp. The committee will meet Oct. 7 at the New York conclave to appoint subcommittees, including one on broadcasting.

The first town meeting for servicemen will be held at the Hotel Astor, New York, Sept. 27-29. Boston's meeting will be held during National Radio Week. Others are planned later at Atlanta, Los Angeles and Chicago.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OKLAHOMA CITY
Represented by the Katz Agency, Inc.
LEADS IN AUDIENCE 97.1% OF THE TIME

A 1 1/2 BILLION DOLLAR MARKET

*spread over two states*

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

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YOU CAN DOMINATE *all* WEST MICHIGAN WITH WLAV *and* WLAV-FM

GRAND RAPIDS

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details . . . facts and figures. Take advantage of present low contract rates. Contact us now.

Now 3,000 watts. C. P. 57,000.
ABC Network

WLAV *and* WLAV-FM

KEELER BUILDING, GRAND RAPIDS, MICH.

**MAURY FARRELL** returns to WAPI Birmingham, Ala. as program director, in addition to his former duties as sports and special events director. Mr. Farrell has been on leave of absence during the baseball season, broadcasting New York Giant games over WMAC in New York with **FRANKIE FRISCH**, former major league manager and player. On his return to WAPI he will help organize extensive fall sports coverage of that station and WAFM, which will air five football games each weekend direct from playing field.

**DAVID A. MOSS**, formerly of WHCU Ithaca, N. Y. and a recent radio graduate of Ithaca College, has joined WCTC and WCTC-FM New Brunswick, N. J., as an announcer.

**DOUGLAS TAYLOR**, KWK St. Louis announcer, was married Sept. 1.

**BOB CUMMINGS**, formerly with KRLC Lewiston, Ida. and KUJ Walla Walla, Wash., has been named program director of WIRK West Palm Beach, Fla. **JIM STEELE**, recent graduate of U. of Oklahoma, has joined announcing staff of same station.

**BOB SHREVE**, vocalist, and **KEN LINN**, announcer, have joined WLW Cincinnati. Mr. Linn returns to WLW from KUTA Salt Lake City and Mr. Shreve switches from WOWO Fort Wayne, Ind.

**WAYNE LARSON** has been named program director at WJAG Norfolk, Neb. and **HOLLIS FRANCIS** has been named production manager of same station.

**LLOYD GRANT** has joined announcing staff of WNAX Yankton-Sioux City, S. D. Mr. Grant was with WXLI Guam, KYSM Mankato, Minn., KOTA Rapid City, S. D. and KELO Sioux Falls, S. D., before joining WNAX.

**DON GAYNOR**, summer replacement announcer at WTOP Washington, is to remain on staff as permanent member. Mr. Gaynor, who joined WTOP in June of this year, was formerly with WBTM Danville, Va., WGAY Silver Spring, Md., and since June, 1947 has been associated with government shows at Walter Reed Hospital in Washington.

**BETTY JO DOYLE**, receptionist at WSB Atlanta, Ga., was married Aug. 27 to Chet Fischer.

wkap
AM FM

*Tops in service*
*. . . Tops in*
*Local business*

- There's no denying the powerful **Impact** of the **Independent Station** on the Local Market. In 18 months **WKAP** has soared into **leadership** in **listener popularity. Local businessmen** and National **"Time Buyers"** have been quick to take advantage.

FIRST in
● MUSIC
● NEWS ● SPORTS

See Forjoe for information about
the Powerful Independent Voice
of Pennsylvania's rich and
thriving Lehigh Valley!

IT'S WKAP IN ALLENTOWN, PA.

# Production

**BILL WILLAR**, formerly chief of operations at KSMO San Mateo, Calif. and earlier with KYA San Francisco, has joined announcing staff of KGO San Francisco. He replaced **HERB ELLIS**, who resigned to go to Hollywood.

**DON VICTOR**, writer for MBS "Queen For A Day" and **JANICE LUNDELL**, assistant producer of show, have announced their marriage.

**JACK DOUGLAS, HOWARD HARRIS, LEO SOLOMON** have joined writing staff of CBS "Jack Carson Show."

**JOHN COHAN**, of KNGS Hanford, Calif., and Helen Henry were recently married.

**KENNETH MICHAEL** has joined KFI-TV Los Angeles as stage manager. Mr. Michael was formerly with NBC and ABC in New York, and, before that worked for State Department. Other changes at station include addition of **MARTI WALL** to music library, replacing **HARRIET HARDING**, resigned; promotion of **MAXINE THORSON**, of public service department, to secretary to KFI production manager, **PAT KELLY**.

**JIM CHAMBERS**, staff announcer at WLBR Lebanon, Pa., has resigned to take similar job at WHOL, new CBS affiliate in Allentown, Pa. Mr. Chambers began his new duties Sept. 13.

**BERNICE CURRIER**, original homemaking director on KMA Shenandoah, Ia., has returned to that station, after an absence of 18 years, as their regular morning homemaker. Mrs. Currier was homemaker and program director on several midwest stations including WKRO Cairo, Ill., before returning to KMA.

**FRANK MONTELEONE** has been appointed program director of WMGY Montgomery, Ala. Mr. Monteleone started with WMGY as scriptwriter, advanced to head that department, and has now assumed his duties as program director. **WALTER SPIRO**, formerly with WDWD Dawson, Ga., has been named chief announcer at WMGY.

## RECORDINGS ABROAD

### Standard Launches Its Third European Trip

STANDARD Radio Transcription Services' third "out of the states recording venture" was scheduled to start Sept. 15. Plans were announced by Gerald King, president of SRTS.

Approximately 300 recordings of all types of music, from "pops" to classics, will be made in England, Belgium, France and Italy. While some vocal recordings will be made abroad by English and French vocal artists, background music will be sent back to the states for voice-dubbing at a later date, according to Harry Bluestone, Standard production manager, who arrived in England Sept. 6.

The firm will use special portable high-fidelity tape-recording equipment which already has been tested by Standard.

Use of tape will make it possible to airmail the recordings from Europe as they are completed and transfer the music to the 16 inch vinylite discs for release in SRTS library service, according to Standard.

Standard serves more than 600 stations throughout the world.

**ROGER STICHT** former continuity editor at WWDC Washington, has been appointed assistant program director. He replaces **BERT LIBIN** who resigned to accept position as radio director for Bert Sarazan Inc., local agency.

**REVIS TAYLOR** has been appointed chief announcer of KRIC and KRIC-FM Beaumont, Texas.

**KFXJ** Grand Junction, Col., announced appointment of two new members of program staff. **ED LEWIS**, formerly of KRDO Colorado Springs, Col. takes over as chief announcer and sports director and **HENRIETTA HAY** assumes her duties as women's director.

**JOANNA STANDISH** has joined staff of WKZO Kalamazoo, Mich., as women's editor. Miss Standish goes to WKZO from Chicago, where she was in charge of Home Planning Center at Marshall Field's.

**EDDIE HUBBARD**, WIND Chicago disc jockey, recently eloped with **JACKIE SMITH**, promotion director of Mercury Records Inc.

## Brazil Will Get First TV Outlet Within Year

PLANS to provide television for Brazil have been completed, and South America's first television station will be in operation within a year, according to Cesar Ladeira, one of the founders of the newly-organized Radio Televisao do Brazil. Studios will be at Rio de Janeiro.

Simultaneously, C. A. Priest, manager of General Electric's transmitter division, announced the sale of complete studio and transmitter equipment to the Brazilian firm by the International GE Co.

A 28-30 hour weekly schedule of TV programs will be carried, according to Mr. Ladeira. Projected programs will consist of live studio shows, films of world news events and educational programs, in addition to sports.

The South American station will have a 5 kw power transmitter.

Prior to placing an order for equipment, Mr. Ladeira, a pioneer in Brazilian radio, visited Electronics Park to inspect TV engineering and manufacturing facilities.

## KNBC-FM to Start New Transmitter by Dec. 15

KNBC-FM San Francisco expects to be operating from its new transmitter site, atop San Bruno Mountain, just south of the San Francisco city limits, by Dec. 15, according to John W. Elwood, general manager.

The new FM transmitter will have an effective radiated power of 45 kw in contrast to the approximate 3 kw output of the transmitter now in use. Preliminary construction work, including the surveying of a building site and construction of a road to the mountain top, already is underway.

## MIDWEST FM NETWORK FORMED BY 7 OUTLET

A NETWORK of seven Midwes FM stations was formed early thi month during a meeting in Indianapolis.

Stations participating in the network are: WCSI Columbus, Ind WFAM Lafayette; WXLW Indianapolis; WIKY Evansville, Ind. WFTW Fort Wayne, WEAW Evanston, Ill., and WCTS Cincinnati.

The operating board of the network consists of: John Engelbrecht, WIKY; Graeme Zimmer WCSI; George Losey, WXLW, an Ed Thoms, WFTW.

Present plans call for the network to start relaying program on Oct. 4.

## Coy to Address State Assn. of Broadcaster

FCC Chairman Wayne Coy wil be the featured speaker at the fal meeting of the North Carolina Assn. of Broadcasters, according to an announcement last week by Harold Essex, vice president and general manager, WSJS Winston-Salem, NCAB president.

The meeting, scheduled for Oct. 25-26, will be held at the Mid-Pines Club, Southern Pines, N. C. Mr. Coy will address the dinner meeting on opening night.

Highlighting the agenda of the two-day sessions will be a period taken over by the Carolinas News Directors Assn. President of the Association is Jack Knell, WBT Charlotte.

## WHOM Leads in Foreign Tongue Broadcast Hours

WHOM New York had more foreign language broadcast hours per week to its credit than any other multi-language station in a national survey by the Common Council for American Unity, the station said last week.

WHOM accounted for about 120 hours weekly of foreign language broadcasts, or 12% of the national total, according to station officials. The New York station broadcasts in seven languages, in addition to English.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be
INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

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INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

## 'A CHILD'S WORLD'

### Transcriptions of ABC Show Used by U. of Washington

ANSCRIPTIONS of *A Child's* *rld,* ABC public service pro- am featuring weekly children's cussions, and the supplementary ult analyses aired by KJR attle, are being made available ter broadcast to the U. of Wash- gton. The university will use em both in its radio department d its Graduate School of Social ork.

The platters will be used in social rk classes to help teach those dents who will later be work- g with children, according to of. Grace B. Ferguson, director the Graduate School. A number the students now listen to the ogram at its regular broadcast me, 11-11:45 am. Saturdays, but iss Ferguson said the transcrip- ons would be useful for more in- nsive study.

Prof. Edwin H. Adams, director f the university's radio depart- ent, indicated that the transcrip- ons would be studied, particularly y programming and production lasses, as an example of a suc- essful ad-lib discussion series.

The Seattle supplement to *A* *hild's World* is presented weekly s a public service by KJR, in ooperation with the Seattle-King ounty Community Chest and ouncil. Charles Herring, KJR ewscaster, is moderator.

## Philco TV Output

HILCO CORP., in letter to tockholders dated Sept. 11, 1948, evealed that television set pro- luction exceeds 4,000 receivers a week, representing a production ate of more than 200,000 sets a ear. By fourth quarter (Oct. 1), irm's schedule calls for manufac- ure of 8,000 a week, or 400,000 a year. Public interest in TV con- inues to grow tremendously, the etter says, with indications that Philco's dollar output of TV re- eivers to meet demand will exceed AM production for latter part of this year.

HOME OF CAMEL CIGARETTES

WAIR is located just a few blocks from the great R. J. Reynolds Tobacco Company . . . one of several major industries contributing to Winston-Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel

# VANISHING ART

## *TRI Forecasts Movie Demise by 1955*

DISAPPEARANCE of the motion picture theatre from the American scene, possibly by 1955, was predicted last week by Television Research Institute in a special report to its members.

The decline and eventual demise of the present system of movie making and distribution is an inevitable concomitant of the growth of television, TRI concluded.

Citing the Hofstra College survey [TELESTATUS, Aug. 23] as evidence that the introduction today of a video receiver into the living room means a 20% decline in movie attendance, despite the low level of video entertainment, TRI predicted that as TV programming improves—and it inevitably will—movie attendance will fall off proportionately.

"By the time video-makers install their hoped-for 24 million U. S. sets, it seems likely that the motion-picture-house marquee will no longer cast its shadow over pavements. The consumer will be able to have his made-to-order dreams in the comfort of his own living room."

This is by no means the end of motion pictures, TRI concluded, but it means pictures a decade hence will be produced for video distribution and home reception. "There will be, in the next few years, many more pictures produced than ever before. They will be turned out at a cost level undreamed of by today's cinemoguls. There will be fewer and fewer spectacle pictures, more and more Hollywood output designed for television's smaller screens."

### Facing Problems

Meanwhile, TRI pointed out, there are a number of problems to be solved: The cost of making feature movies today is excessive for advertising sponsorship; old films, which might be rented at reasonable figures, are not suitable for video's present "third-rate reproduction" and besides, Petrillo won't let the musical soundtracks on these old pictures be used on the air; foreign films lack the necessary mass audience appeal.

The Zenith plan of connecting TV customers with movie house broadcasters via metered telephone connections breaks down, in TRI's estimation, because of the "unlikelihood that FCC will issue television licenses to every local movie house." Perhaps, TRI suggested, "the old paid-radio idea may be tried for motion pictures" but then the problem "would be to keep servicemen from making and selling bootleg unscramblers to set owners."

"There seems little question that television will win out in the end," according to TRI. Though the cost problem is still to be solved, it seems likely that the emphasis will be on the less expensive cinematic production, the institute believes.

TRI's line of reasoning is sure to be disputed by those who will point to previous predictions which failed to pan out: That the movies would kill the theatre; that radio would put newspapers and magazines out of business, etc. Because television has already "acquired an audience that stays in the living room despite brighter attractions elsewhere" is a hard fact that poses some tough problems for the motion picture people and on all other purveyors of professional entertainment for paid admission at places outside the home.

## 12-Station N.C. Network Airs College Grid Slate

TWELVE-STATION Northstate Football Network in North Carolina will carry ten-game schedule of college football games this fall, with WSJS Winston-Salem as the originating station. Five home games of the U. of North Carolina, four Wake Forest home games and the Wake Forest-William and Mary game at Williamsburg, Va., will be broadcast.

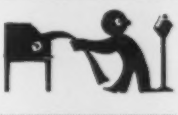
Schedule runs through Nov. 20, and sponsorship of the games is being sold individually by the 12 stations. Network includes, besides WSJS, WWNC Asheville, WOHS Shelby, WLTC Gastonia, WAYS Charlotte, WSTP Salisbury, WSIC Statesville, WJRI Lenoir, WCOG Greensboro, WFNS Burlington, WFLB Fayetteville and WMIT Mt. Mitchell. A portion of the schedule also will be carried by WNAO Raleigh and WFBC Greenville, S. C.

Bob Scott, WSJS director of sports, is handling the play-by-play.

## Life-Saving Hobby

THE FAVORITE hobby of Gil Newsome, m.c. of the *Bandstand Revue* and *First Five* on KWK St. Louis, became a life-saving pursuit recently. When a family of three was seriously injured when their automobile skidded and overturned near Chester, Ill., a mutual friend appealed to Mr. Newsome to fly to Chester to pick up the mother, most critically injured, with a broken neck and shoulder, and fly her to St. Louis where special treatment was available. Mr. Newsome accomplished the emergency mission, flying the mother and other two injured persons to the hospital. Now all three are on the road to recovery.

## *News*



**JOHN CORBETT**, former news and sports announcer at WSYR Syracuse, N. Y. has joined WBEN Buffalo, N. Y. news-announcing staff. Mr. Corbett has been in radio work five years.

**CLINT YOULE**, NBC Central Division news editor, is the father of a daughter, Susan Elizabeth.

**PAUL SHINKMAN**, White House correspondent and news commentator for WBCC Bethesda, Md., returned Sept. 7 from three months news assignment in England, France, Holland, Germany, Austria and Czechoslovakia.

**BEN CHATFIELD**, WMAZ news director, Macon, Ga., has been appointed to three man Bibb County Selective Service board by Georgia's acting governor M. E. Thompson.

**FRED WOLF**, bowling commentator for WXYZ Detroit, was appointed match game director for Michigan State Bowling Assn. at recent summer meeting in Bay City, Mich. His job will be to promote match game play in state.

## NBC-TV Order

ANDREW CORP., New York office, has announced it has received orders from NBC to supply and install television lines at WNBQ Chicago and WNBK Cleveland. Two outlets, key points in proposed NBC midwest TV network, are expected to begin operation shortly. Firm's engineering group also was selected to insure sound transmission line installation.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM
JOHN ELMER, *President*
GEORGE H. ROEDER
*General Manager*
*Exclusive National Representatives*
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

## Respects

*(Continued from page 50)*

and management on a part-time basis "just for the experience." When the original promoters departed, bound for Hollywood, he stepped in as managing director. Today, Mr. Newcomb handles several accounts and, with his staff, originates most of WRJN's program ideas. Because he knows the character of the people, he is able to give both listeners and advertisers what they want.

### Chicago Is Hometown

Born Oct. 29, 1894, on his grandmother's farm near Truesdell, Wis., ("because my mother happened to be there at the time"), his permanent home was in Chicago. While in elementary school there, where his most notable achievement was an eighth grade graduation day oration on the 'round-the-world trip of the U.S. fleet, he and a younger brother staked a newsstand claim at Oak and Wells Streets on Chicago's near north side. Because of their size ("We were only knee-high to a duck"), the boys earned the pity of regular customers in cold and bleak weather. "Frequently our entire stock of papers was purchased out of pity, so we often prayed for rain," he said.

When young Harold was in his early 'teens, the Newcombs moved to Rochester, Wis., where he was graduated from the Rochester Academy at the age of 16. A practical uncle, a toolmaker, pointed out the advantages of learning a trade, so Harold journeyed to the Rock Island (Ill.) Arsenal for a four-year apprenticeship. In the next three years he trekked through Illinois, Iowa and Wisconsin at his chosen trade.

Meanwhile, the tempo of war drums in Europe increased, so young Newcomb enlisted in Army Intelligence in 1917. A sigh-provoking memory of his two years' service at New York and Washington, D. C., is that of a Governor's Island barracks. He and other men assigned to confidential police work lived "the life of Riley, with clean sheets on the cots and billowing nets to keep out the bugs." After the Armistice, he returned to toolmaking for a year. During a visit to his parents' home in Racine, he noticed that a young man in the neighborhood drove an expensive car, went to work late, came home early "and managed to support a wife and two children in impressive style".

ENTERTAINED during open-house ceremonies held by WSOY and WSOY-FM Decatur, Ill., were front (l to r) Edna Ericks McCann-Erickson; Jane McKendry, Needham, Louis & Brorby; Kay Kennelly, Olian; Margaret Wylie, J. Walter Thomps Dorothy Ayers, Morris F. Swaney; Francis Velthuys, C. J. LaRoche; Evelyn Vanderploeg, Schwimmer & Scott; Marion Reut Young and Rubicam; Genevieve Lemper, FC&B, all Chicago. Standing (l to r) are Neal Weed, Weed & Co., Chicago; Clar Brown, Gardner Advertising, St. Louis; Don Pontius, Weed & Co., Chicago; Jack Matthews, Sherman & Marquette, Chicag Harry Sackriter and Charles Bruce, WSOY; George Backus, Weed & Co., Chicago; George McGivern, Grant Advertising, C cago; Ed Fitzsimmons, Weed & Co., New York; Ray Stricker and Oscar Zahner, Ruthrauff & Ryan, St. Louis; Merrill Linds WSOY, and Roger Bacon, R&R St. Louis.

### Novelty Promotion

"I learned this chap was in advertising," he related, " and, comparing our ways of living, decided that some of that prosperity was for me! I asked him for a job and started working with him in merchandising and promoting novelties throughout the country. I soon gave this up, however, when I got a yen to settle down." Selling display advertising on the *Journal-Times* seemed the answer.

"I wanted to settle down all the more after meeting my wife in a rainstorm and marrying her two months after becoming station manager. She's pretty good at helping me with my magic shows at home!" A daughter, Elaine, who is 20, is also an amateur magician.

The lure of magic attracted Mr. Newcomb when he was a child, and he has accumulated a mass of equipment for amateur shows. Another sideline is catching fish and curing and mounting their heads. This summer he plans to spend two weeks at Lake Towanda in Northern Wisconsin casting for muskies. His prize catch to date is a 32-pounder, 48 inches long, whose head is mounted in his garage.

The soft-spoken and genial WRJN executive has attained a reputation for honesty and integrity for his station, locally and regionally. WRJN is an ABC affiliate. It is also an owner-member of the Wisconsin State Network, and takes a lead in promoting inter-station good will and helping solve mutual station problems.

WRJN-FM went on the air Aug. 26, 100.7 mc (Channel 264), with 15 kw. A 54-foot high FM antenna was mounted late in June atop a new 283-foot AM tower. The FM listening area will have a 30-to-40 mile radius with 1,000 microvolt signal. The station plans to duplicate its AM programs, in general, on its regular minimum schedule, which now stands at 6:15 a.m. to 10:15 p.m., CST, Mr. Newcomb said.

### Affiliation

Mr. Newcomb is one of the founders and a former vice president of the League of Wisconsin Radio Stations. He is president of the Racine Lions Club, and is a member of the Elks Club, American Legion and Racine Assn. of Commerce. Though not a confirmed joiner, he formerly belonged to "a half dozen other organizations," but now limits outside activities to the above groups so as to "keep both eyes on television and facsimile, as well as our AM and FM setups."

"Besides, I have to have some time left for my No. 1 superintending job," he said recently as he leaned his graying head against a window to watch a crew of laborers rip huge concrete slabs from Racine's main drag. "Last week I 'helped' them take out 60-year old wooden water pipes. You know, those pipes are STILL good!"

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC
AFFILIATE

## Saudek Flying to Berli For Documentary Dat

ROBERT SAUDEK, ABC vi president in charge of public a fairs, was to fly to Berlin on Sa urday, Sept. 18, to gather firs hand material on the German o cupation for a projected doc mentary broadcast scheduled f late fall. He plans to spend month in Germany conferring wit occupation officials.

"Beginning with the Mosco Conference of 1943", Mr. Saude said, "the new ABC documentar will review and spotlight the eb and flow of international negotiations since that time, with consideration to be given to the personalities involved . . . the five vita D's of building a German peac will be examined—demilitarization, denazification, decentralization, de-industrialization and democratization . . ." The upcoming documentary will be the sixth i the ABC series. The most recen of these, *Communism—U. S. brand*, evoked a nationwide response and drew lavish prais from listeners.

D. VAN NOSTRAND Co. Inc., 250 Fourth Ave., New York, announces publication of "Television and FM Receiver Servicing" by Milton S. Kiver.

Buy the FM Audience in
Kansas City direct—
Without paying AM Rates!
KOZY
Kansas City's Pioneer FM
Station
10,000 Watts

# FCC Actions

*(Continued from page 89)*

## ptember 16 Decisions . . .

### DOCKET CASE ACTIONS

### AM—1570 kc

nnounced final decision granting plication of Central Valley Radio to rease power of KCVR Lodi, Calif., m 250 w D to 1 kw D and install w trans., operating on assigned 1570 subject to cond. that applicant will ke prompt adjustment of all reason- le complaints with respect to blanket- g which may arise within 250 mv/m ntour, and denied application of Del so Bcstg. Co. for new station at rth Sacramento, Calif., 1580 kc 250 D.

### Petitions Denied

nnounced memorandum opinion d order denying petitions (1) of jor Edwin H. Armstrong requesting mmission to reopen record in pro- ding in matter of amendments to mmission's rules and regulations erning sharing of television chan- ls and assignment of frequencies to evision and nongovernment fixed d mobile services for purpose of re- nsidering Commission's report and der adopted May 5, insofar as it nies requests made at hearing that rtion of 44-50 mc band be allocated FM relay purposes and insofar as requires FM stations operating in -50 mc band to discontinue opera- n by Dec. 31, and (2) of FM Assn. questing Commission to extend to c. 31, 1950, date set for discontin- ance of FM operation in 44-50 mc nd. (Comr. Jones dissented.)

### Argument Set

Commission scheduled oral argument r Oct. 18 in following proceedings: ockets 6916 and 6917, Scripps-Howard dio Inc. and Cleveland Bcstg. Inc., eveland, Ohio; Dockets 7554 and 8037, i-State Bcstg. Co. and Richard Aubrey ese, Cumberland, Md.; Dockets 7371 d 7253, Capital Bcstg. Co., Annapolis, d., and John J. Kramer, Cambridge, d.; Dockets 8489 and 8490, Independ- t Bcstg. Co. Inc. (WIBK), Knoxville, nn.; Dockets 6900 8009 8053, Times b. Co., Erie Bcstg. Co. and Commun- Bcstg. Co., Erie, Pa.; and Docket 04, Bee Bcstg. Co., Beeville, Tex.

### BY COMMISSION EN BANC

### Assignment of License

**KCMJ Palm Springs, Calif.**—Granted nsent to assignment of license from chard W. Joy and Donald C. McBain, ual partnership, to corporation com- ised of two equal partners and wife Joy (holding 74.62% of stock), and o newcomers; no cash gain.

### Transfer of Control

**WPOE Elizabeth, N. J.**—Granted con- nt to voluntary transfer of control permittee corporation from Eleanor . Brodesser, executrix of estate of rederick A. Brodesser, to Robert C. rane; no monetary consideration.

### Assignment of License

**KFBI Wichita, Kan.**—On petition of FBI Inc. dismissed application of riffith, Mills et al (competing as- gnees); removed from hearing and ranted application for assignment of cense of KFBI from Farmers & Banks Bcstg. Corp. to KFBI Inc.

### Hearing Designated

**Harding College, Searcy, Ark.**—Desig- ated for hearing application for new andard station 1490 kc 100 w unl.; ade KOTN party to proceeding.

**Wheeling Bcstg. Co., Wheeling, W. a.**—Designated for hearing applica- on for new standard station 1600 kc 50 w D.

### AM—1050 kc

**Oil City Bcstg. Co., Electra, Tex.**—ranted CP new standard station 1050 c 250 w D, engineering cond.; esti- nated cost $11,425.

### Hearing Designated

**Gulf Coast Bcstg. Co., Galveston, Tex.**—Designated for hearing application for new standard station 1490 kc 250 w unl.; made KSAN party to proceeding.

### AM—1280 kc

**Defiance Bryan Paulding Bcstg. Co., Defiance, Ohio**—Granted CP new standard station 1280 kc 500 w D, engineering cond.; estimated cost $17,715.

### AM—1340 kc

**KYUM Yuma, Ariz.**—Granted CP change operation from 1340 kc 250 w unl. to 560 kc 1 kw DA-N unl.; various engineering cond.; estimated cost $24,625.

### Modification of License

**KNEB Scottsbluff, Neb.**—Granted mod. license to increase power from 500 w to 1 kw D, operating on 970 kc.

### Program Authority

**National Bcstg. Co. Inc., New York**—Granted extension of permit authorizing transmission of programs to foreign (Canadian) stations for broadcast purposes. Granted extension of permit to transmit recorded programs to all broadcast stations in Canada licensed to operate by Canadian Government which may be heard consistently in U. S.

## September 16 Applications . . .

### ACCEPTED FOR FILING

### License Renewal

Applications for renewal of standard broadcast license filed by: KWHI Brenham, Tex.; KYA San Francisco; WSPR Springfield, Mass.; WVET Rochester, N. Y.; WWBZ Vineland, N. J.

### Modification of CP

**WLVA Lynchburg, Va.**—Mod. CP change frequency, increase power, etc., for extension of completion date.

**KFKA Greeley, Col.**—Mod. CP change frequency etc., for extension of completion date.

**WSAR Fall River, Mass.**—Mod. CP increase power etc., for extension of completion date.

### Relinquishment of Control

**WCFM Washington, D. C.**—Relinquishment of affirmative control by common stockholders and acquisition of negative control by preferred stockholders.

### Modification of CP

**WHMB Washington, D. C.**—Mod. CP new FM station for extension of completion date.

**WFBR-FM Baltimore**—Same.

**WHYN-FM Holyoke, Mass.**—Same.

**KCFM Kansas City, Mo.**—Same.

**KWK-FM St. Louis**—Same.

**WMGN Morgantown, N. C.**—Same.

**WLEE-FM Richmond, Va.**—Same.

**WFHR-FM Wisconsin Rapids, Wis.**—Same.

**WCOV-FM Montgomery, Ala.**—Same.

**KCRA-FM Sacramento**—Same.

**WTIC-FM Hartford, Conn.**—Mod. CP for changes in FM station for extension of completion date.

**WAGE-FM Syracuse, N. Y.**—Mod. CP new FM station to change ERP to 16.6 kw, decrease ant. height above average terrain to 410 ft.

**WOI-FM Ames, Iowa**—Mod. CP new FM noncommercial educational station to change frequency from 91.3 mc (Channel 217) to 90.1 mc (Channel 211), ERP from 8.3 kw to 15.624 kw, ant. height above average terrain from 520 ft. to 526.5 ft.

**KWGS Tulsa, Okla.**—Mod. CP new FM noncommercial educational station for extension of completion date.

### License for CP

**WCSC-FM Charleston, S. C.**—License to cover CP new FM station.

### Modification of CP

**WRTV New Orleans**—Mod. CP new commercial TV station for extension of completion date.

## Warner Joins Needham

PHILLIP R. WARNER, associated with Bermingham, Castleman & Pierce Inc., since 1938, has joined Needham & Grohmann Inc., New York, as vice president and account executive.

## FCC BOX SCORE

*Summary of Authorizations, Applications, New Station Requests, Ownership*

### SUMMARY TO SEPTEMBER 16

| Class | Licensed | CPs | Cond'l Grants | Applications Pending | In Hearing |
|---|---|---|---|---|---|
| AM STATIONS | 1,760 | 325 | --- | 550 | 313 |
| FM STATIONS | 192 | 721[1] | 92[3] | 83 | 39 |
| TV STATIONS | 7 | 116[2] | — | 306 | 190 |

---

[1] 403 are on air. [2] 27 are on air. [3] 24 are on air.

### TV APPLICATIONS

**Fort Worth, Tex.—Texas State Network Inc., Channel 2 (54-60 mc), 14.2 kw visual, 7.3 kw aural, antenna height above average terrain 518 ft. Estimated cost $295,300, first year operating cost $180,000, first year income $140,000. Proposed TV station will be operated in conjunction with the network's KFJZ Fort Worth.**

**San Antonio, Tex.—Texas State Network Inc., Channel 2 (54-60 mc), 13.5 kw visual, 6.9 kw aural, antenna height above average terrain 472 ft. Estimated cost of construction $345,100, first year operating cost $180,000, first year income $140,000. Proposed station will be operated in conjunction with the network's KABC San Antonio.**

**Officers and stockholders in Texas State Network are as follows: Gene L. Cagle, president 10%; R. K. Hanger, vice president; Charles B. Jordan, vice president; D. C. Hornburg, treasurer; Ruth G. Eidson, 16%; Charles F. Roeser, 1%; Sid W. Richardson, 18%; Ruth G. Eidson and Continental National Bank, trustees, 16%; Ellen Roeser Trust, 16.5%; Emily Roeser Trust, 16.5%; A. R. Dillard, 1%, and Vivienne Hanger, 5%. Ruth Eidson and Continental Bank are trustees for Ruth Chandler, Elliott Jr. and David Boynton Roosevelt. Texas State Network holds 50% of the stock of Frontier Broadcasting Co. Inc., licensee of KNOW Austin and WACO Waco; 100% of stock of Tarrant Broadcasting Co., licensee of KFJZ Fort Worth; 100% of stock of The Alamo Broadcasting Co. Inc., licensee of KABC San Antonio, and 100% of Texas Television Corp.**

### AM APPLICATIONS

**Beverly, Mass.—Conant Broadcasting Co. Inc., 1540 kc, 250 w, daytime. Estimated cost $14,176. Principals: C. Henry Glovsky, attorney, president and 32%; Neiland J. Douglas, co-partner in real estate firm of Morgan & Douglas, treasurer 4%; Harry A. Glovsky, attorney, clerk 32%, and Hymen S. Glovsky, agent and assistant manager at Palmer, Mass., office of Metropolitan Life Insurance Co., 32%. Filed Sept. 10.**

**Guntersville, Ala.—Guntersville Broadcasting Co., 1270 kc, 1 kw, daytime. Estimated cost of construction $12,300. Applicant company is owned by H. E. Moore, sole owner of Trent Moore Motor Co. and Trent Moore Oil Co., Pan Am distributor. Filed Sept. 10.**

**Lincolnton, N. C.—Carolina-Piedmont Broadcasters Inc., 1050 kc, 1 kw, daytime. Estimated cost $31,361. Officers in company are: Dr. L. A. Crowell Jr., part owner of Gordon Crowell Memorial Hospital, president and 28.04%; Dan Boyd, vice president, general manager and one of principal stockholders in Glenn Mills Inc., vice president and 3.74%, and R. S. Reinhardt Jr., life insurance, secretary-treasurer and 3.74%. Remaining stock is held by 18 local businessmen. Filed Sept. 10.**

**Marion, N. C.—Lake City Broadcasting Corp., 1250 kc, 1 kw, daytime. Estimated cost $20,475. Principals: W. P. Erwin, student at North Carolina State College, president and 33-1/3%; Bessie P. Hunt, secretary-treasurer, 33-1/3%, and Jack L. Reynolds, owner and operator of The Record Shop in Marion, vice president and 33-1/3%. Filed Sept. 10.**

**Sitka, Alaska—Alaska Broadcasting Co., 1400 kc, 250 w, fulltime. Estimated cost $22,200. Alaska Broadcasting is owned by William J. Wagner and holds licenses for KFQD Anchorage, KINY Juneau, KTKN Ketchikan, KFRB Fairbanks and CP for KIBH Seward.**

**Springfield, Tenn.—Ralph M. Tanner, 1490 kc, 100 w, unlimited. Estimated cost $9,300. Since November 1946 Mr. Tanner has been employed by radio interests of Birminghan (Ala.) News Co. Filed Sept. 10.**

### FM APPLICATION

**Princeton, Ind.—Princeton Pub. Co., Class A, Channel 244 (96.7 mc), ERP 1 kw, antenna height above average terrain 250 ft. Applicant publishes "Clarion News-Democrat" and is owned 98% by Vera M. Scheerer, president; 1% by Virgil E. Faust, secretary-treasurer, and 1% by Doris M. Redfield, vice president. Filed Sept. 10.**

## *3 FM OUTLET PERMITS ARE DELETED BY FCC*

THREE permits for FM stations were deleted last week by FCC at the request of the permittees.

Due to construction difficulties which make it impossible to start operation by Oct. 13, date specified by the Commission, the Illinois Valley Broadcasting Co., permittee of WIRL-FM Peoria, Ill., requested deletion of that station. The construction permit was issued on Aug. 13, 1947, and had been extended to Oct. 3.

The permit of WVAW (FM) Cheviot, Ohio, was deleted at the request of the board of directors of Suburban Broadcasting Inc., permittee. In a letter to the Commission the firm requested the deletion for economic reasons and stated that in its opinion the area is not ready for FM.

Piedmont Carolina Broadcasting Co. Inc., permittee of WFRC-FM Reidsville, N. C., also requested that its permit be deleted for economic reasons. Firm said the company was relatively new and although it was operating its AM station in the "black" now, it would not be able to do so and serve the community if the FM operation were continued.

## Don Lee Network Elects Weiss as New President

THOMAS S. LEE ENTERPRISES, operating the Don Lee network and owned stations on the West Coast, has elected Lewis Allen Weiss as president to succeed Thomas S. Lee, sole stockholder, who entered a California hospital a fortnight ago following complete nervous breakdown [BROADCASTING, Sept. 13].

Other newly elected officers are: Willet H. Brown, executive vice president; A. M. Quinn, secretary-treasurer, and Ray Sandler, assistant secretary. All are members of the board of directors of the parent firm. Messrs. Weiss and Brown, who have been vice presidents and respectively general manager and assistant general manager, have been appointed guardians of the property by the Los Angeles Superior Court and FCC approval to a transfer of control to them will be sought soon. Mr. Sandler is attorney for the Lee interests.

Thomas S. Lee Enterprises, in addition to owning the Don Lee Network and owned stations, holds an interest in Mutual and owns the Don Lee Cadillac Motor Car California Distributorship.

## FCC Rules Amended

FCC's rules relating to administrative powers of its Secretary were amended last week to authorize that office to pass upon applications and requests for waiver of the Secs. 3.30(a) and 3.205(a) of its rules. Waiver of these rules permit identification of a station as located in a city which the station is designed to serve but whose main studio location has been approved at a transmitter site located outside the city boundaries.

# At Deadline...

## FCC ACTS TO ABOLISH N. J. TIME-SHARING PLAN

RECONSIDERING its denial of license renewal of WCAM Camden, N. J., FCC moved Friday toward early effectuation of its decision to eliminate time-sharing arrangements involving WCAM, WTNJ Trenton, and WCAP Asbury Park [BROADCASTING, May 17].

**Commission rejected WTNJ's plea that status quo is essential to survival of station and that its present assignment should be extended pending action on its application for 1170 kc with 1 kw. Decision pointed out that 1170 kc is being sought at Upper Darby, Pa., and that in any event, since it's clear channel, this frequency can't be assigned until after decision in daytime-skywave case.**

**FCC said it will issue CP's to WCAM, WTNJ, and WCAP in accordance with its decision last May whereby these stations, instead of sharing 1310 kc with 500 w, will be assigned as follows: WTNJ, 1300 kc with 250 w, daytime only; WCAM, 1310 kc with 250 w fulltime; WCAP, also 1310 kc with 250 w fulltime. WCAM and WCAP were given 40 days to complete construction; WTNJ given 20 days to supply transmitter data on which CP can then be based. Date for simultaneous commencement of new operations to be set later.**

**Renewal of WCAM's license was based on city-owned station's report that its time-sale agreement with Mack Radio Sales, which FCC had questioned, has now terminated, and that city officials will have full control of station; that Camden has appropriated $45,000 for additional equipment; and that programs will be well balanced. FCC had indicated it would reconsider and grant renewal if these conditions were met.**

## PERON RADIO MONOPOLY DECLARED ABSOLUTE

ABSOLUTE Peronista monopoly established over Argentine radio, according to strong evidence placed before Argentina's lower house of Congress by Deputy Reynaldo Pastor, lone Democratic survivor in that body, BROADCASTING learned Friday.

Expose, accompanying measure by Senator Pastor requiring government to make expenditures public, revealed formation of official state network had eliminated private competition; a "black list" of all Democratic artists exists; all scripts are censored; political opponents of Peron have no access to microphone, and that Jaime Yankelevich, president, Assn. or Argentina Broadcasters, is salaried government employe, realizing better than 20,000 pesos monthly.

Senor Pastor's charges, backed by official statistics [BROADCASTING, Sept. 13] showed 14½ million pesos (approximately $3 million) paid by Peron government for Radio Belgrano, Premier Argentine network, with 11 longwave, six shortwave affiliates, although it was not clear if all had been acquired outright.

Shortwave acquisitions may spark international complications.

## GRAY ON AD COUNCIL BOARD

ROBERT M. GRAY, manager, Esso Standard Oil advertising and sales promotion department, elected to Advertising Council board as advertiser representative replacing Paul S. Ellison, resigned. Paul G. Hoffman, ECA administrator, resigned from council's industries advisory committee, but agreed to remain active on public policy committee.

FCC Commissioner Frieda B. Hennock will speak Oct. 10 at luncheon opening National Business Women's Week at Hotel Biltmore, New York. Network executives and radio writers and columnists will attend.

## FURTHER HEARING ORDERED ON NEW JERSEY CHARGES

TO PROBE charges against A. Harry Zoog, agency owner and broadcaster, FCC Friday ordered further hearing Oct. 11 on rival 1400-kc applications of Pioneer Broadcasters, of Pleasantville, N. J., of which Mr. Zoog is executive vice president and 15% stockholder, and Seaside Broadcasting Co., Atlantic City.

FCC said charges were made by Rev. Percy B. Crawford, religious broadcaster, and relate to "alleged discrepancies in the handling of funds under an agency contract" between himself and Mr. Zoog. Mr. Zoog has been identified with ownership and operation of several New Jersey stations including present 15% interest in WWBZ Vineland, N. J. Original hearings on Pleasantville and Atlantic City applications were held in February and March 1947.

## AD MEN'S 'HALL OF FAME'

ADVERTISING Federation of America board approved establishment of national "Advertising Hall of Fame" in new Park Ave. building of New York Advertising Club. Col. Gilbert T. Hodges, chairman of executive committee, *New York Sun*, and former AFA chairman, named chairman of planning committee. Nomination of 50 "pioneers and leaders of advertising . . . to Hall of Fame between now and 2000 A.D." contemplated.

## THIRD ARMY CAMPAIGN

TUCKER WAYNE & Co., Atlanta, named agency for $140,000 advertising and publicity campaign to promote recruiting for Army and Air Force. Douglas D. Connah, of agency, to supervise radio activities, Mrs. C. C. Fuller media selection. Seven-state southeastern area included. Maj. William R. Berkeley in charge for Third Army.

## AUSTRIAN QUITS FC&B

RALPH B. AUSTRIAN, has resigned as vice president in charge of television, Foote, Cone & Belding, New York, due to "irreconcilable differences of opinion," he stated Friday. Before joining FC&B he was president of RKO Television Corp., video subsidiary of RKO Pathe.

## WBEN-TV TAKING ABC

WBEN-TV Buffalo Sept. 20 becomes full affiliate of ABC's TV network, along with WTMJ-TV Milwaukee and WEWS Cleveland. Affiliation is non-exclusive, WBEN-TV already having NBC.

ORAL ARGUMENT on examiner's decision finding that *Dollars for Answers* show on WARL Arlington, Va., violated lottery law [BROADCASTING, Aug. 9] was set by FCC Friday for Oct. 19, same day as oral argument on Commission's proposed new rules to regulate giveaways.

CONDITION of Rep. Carroll D. Kearns (R-Pa.), member of House Labor Committee, reported "good" Friday at Spencer, Pa. hospital where he is being treated for broken leg suffered in fall. Rep. Kearns was chairman of subcommittee investigating James C. Petrillo.

# Closed Circuit

(*Continued from page 4*)

Wayne Morse (R-Ore.), with whom he on worked at Dept. of Justice. It's second d parture from NAB legal office, Bryce R Jr. having gone to Mercer U. campus.

JOHNSON & JOHNSON, New Brunswic N. J. (medical supplies) to sponsor *Your Li* public health documentary produced by B Park, whose *Report Uncensored* won sever radio prizes during past year. WMAQ Ch cago has reserved cross-the-board schedu 11:15 a.m., beginning Oct. 18. Mr. Pa formerly member of WBBM Chicago staff.

NBC CENTRAL DIVISION executives loo ing over sites in Lincolnwood, Chicago su urb, 15 miles northwest of Loop, for futu television "lot". Midwest officials of netwo strongly favor building in "wide open spac like Hollywood studios."

STATE DEPT. hasn't formalized it yet, b it's likely FCC contingent to Mexico City Hig Frequency Broadcasting Conference, whic convenes Oct. 22 for months-long job, will headed by Comr. George E. Sterling, as vi chairman of U.S. delegation with these oth FCC experts: Curtis B. Plummer, chief of T Engineering; Joseph M. Kittner, assistant general counsel; L. E. de la Fleur, assista chief, Frequency Allocations & Treaty Div sion; Prose Walker, allocations chief, TV E gineering. R. Henry Norweb, crack care diplomat and radio ham, is chairman of del gation.

BOB HINCKLEY, ABC senior vice presiden accompanying Bob Saudek, ABC's vice pres dent in charge of public affairs, on two-wee Berlin mission which will involve throwin *Voice of America* "into reverse." Documentar series on inside Europe will be relayed t ABC. Mr. Hinckley, former chairman of CA is second largest stockholder in ABC.

PLAN to reorganize FCC into three auton mous divisions, as means of expediting it work, probably won't receive consideratio prior to November elections. And then, chance are Commission would be loathe to mak change without executive consultation.

ALTHOUGH NO RESOLUTION drawn a Los Angeles last week during NAB 16th dis trict meeting, next session expected to be i Arizona with Phoenix likely host.

## TV AD SERVICE BEGUN

FORMATION of new department for loca radio and TV advertising announced by Ber M. Sarazan, president, Bert M. Sarazan Inc. Washington retail counsellors. New department to be directed by Bert Libin, forme WWDC Washington production manager Firm also enlarging facilities to provide loca and national service for advertisers, especially to aid in preparation of advertising for former group.

## DENVER TRIAL POSTPONED

DENVER trial of Mr. & Mrs. Nathan J. Warren, officers of United Broadcasting Co., postponed "indefinitely." Couple charged with "conspiracy to commit confidence games and to obtain money under false pretenses" by selling fraudulent time to western cattle breeders [BROADCASTING, Aug. 23, 30, Sept. 6].

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